

May / 1955

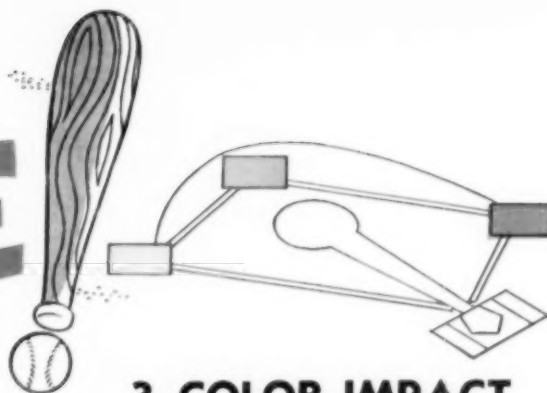
The reporter of

# • **Direct Mail**

A D V E R T I S I N G



# TRIPLE



**3 COLOR IMPACT  
1 COLOR COST**

## ...with WOODBINE DUPLEX ENAMEL

Added to the traditional "Triple Hit" economy appeal of this paper's three color effectiveness at one color cost, is a **powerful new advertising value:** Woodbine Duplex Enamel is now available in the latest released pre-tested colors as styled by American Color Trends, Inc., of New York. Here's your unmatched "something new" that lifts mailing and promotion pieces out of the-same-old-color rut . . . delivers today's message in today's colors.

Always successful with printers as a happy handling paper with fine halftone reproduction, die-cutting and folding qualities, Woodbine Duplex has now added color exclusiveness to printing excellence. **It's a good deal.**

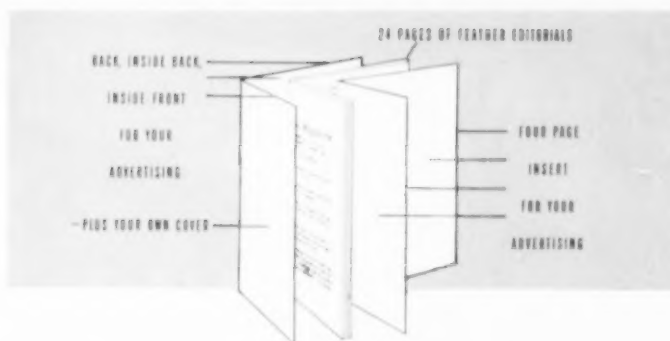
*Stocked by leading paper distributors . . . everywhere*



**the APPLETON COATED PAPER COMPANY**

1250 NORTH MEADE STREET

APPLETON, WISCONSIN



Here is a tested House Organ Service for Established Businesses

## The William Feather Magazine... MARCH 1955

COPYRIGHT, 1955, BY THE WILLIAM FEATHER COMPANY

*The circulation of this magazine is restricted to our customers and prospects. William Feather edits a group of magazines like this for other companies. Details regarding this department of our business will be supplied to those who are interested.*

TO GET THE MOST out of life you must begin early.

WOULDN'T it be pleasing to ask for a loan and have the lender say, "Are you sure that is enough?"

WHAT CAN'T be said without gestures or You know-what-I-mean or Whatchamacallit might as well be left unsaid.

GOSSIP is so nourishing that some on it, without other sustenance, rettes, chocolate bars, and m

HALF THE MEN I know much, despise th don't play

our service are located in New York,

Philadelphia, Seattle, Toledo, New Orleans,

Minneapolis. The majority of our customers

have been with us fifteen to thirty-five years.

If yours is a small company, selling a product or service

repetitively, our service may be just what you are looking for.

Complete details, samples and cost information will be sent upon request. Anyone

in a business not competitive with our present customers can try our magazine on

a test basis. Quit anytime you find the magazine is not doing an effective advertising job.

THE WILLIAM FEATHER COMPANY • 812 Huron Road • Cleveland 15, Ohio

# MEAD papers

**For price lists and bulletins...**

Printers and lithographers recommend Mead Moistrite Bond for interoffice memos, price lists, and sales bulletins. Its economy makes it the logical choice for high-speed press runs, whether by letterpress or offset lithography. Ask, too, about other low-priced Business Papers by Mead.

**THE MEAD CORPORATION**  
"Paper Makers to America"

Sales Offices: The Mead Sales Company, 118 West First Street, Dayton 2, Ohio  
New York • Chicago • Boston • Philadelphia • Atlanta



This full-page advertisement has been seen by the readers of *Time* and of *U.S. News & World Report*

## ADVERTISING THAT HELPS YOU SELL

Mead Papers mean business . . . for merchants, merchant-salesmen, printers, lithographers and advertisers. Making Mead Papers unforgettable in the minds of your customers—all who buy and specify paper products—is the job being done through our national advertising. Remember, Mead Papers mean business for you.

The reporter of

# Direct Mail

ADVERTISING

224 Seventh Street, Garden City, N.Y.

Pioneer 6-1837

THE ONLY MAGAZINE DEVOTED EXCLUSIVELY TO DIRECT MAIL

Volume 18 Number 1

May, 1955

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The Reporter is independently owned and operated. But in addition to thousands of regular subscribers, all Members of the Direct Mail Advertising Association receive The Reporter as part of the Association service. A portion of their annual dues pays for the subscription.

MAY, 1955



COVER STORY

### A Salute To: The Dean Of All Direct Mail Men

This year is the proper time to salute Homer J. Buckley of Chicago. The fiftieth anniversary of Homer's entry into a business which he was first to tag as "Direct-by-Mail." A tag which has stuck through the years in its shorter unhyphenated form.

This reporter first met the dynamic crusader back in Pittsburgh during 1924. I was considerably "fed up" with the dreary business after four years of struggling. Homer appeared at the Pittsburgh Ad Club to drum up interest in the coming DMAA Convention. He furnished the first spark which caused a continuing search for greener pastures. All through the years Homer has continued to furnish additional sparks. Even though we've disagreed at times . . . he is still *The Dean*.

To recount the full career of Homer Buckley would require all the editorial space in this or a special issue of *The Reporter*. We'll hit the high-lights:

Homer J. Buckley began his business career in 1895 as an employee of Marshall Field & Company. Under the guidance and direction of Gordon Selfridge, general manager, he established the Customer Follow-Up Department, for restoration of inactive customer accounts and for developing more business from present customers not patronizing a full range of the store's departments.

He resigned from Marshall Field August 1, 1905 and on September 1, 1905, together with Merritt H. Dement, established the firm of Buckley, Dement & Company, the first firm to exploit their business as DIRECT (by) MAIL ADVERTISING. Up to that time CIRCULAR ADVERTISING was the accepted name for print-



**"...we tied and mailed  
82,000 catalogs in a  
single day .. thanks  
to Bunn Machines"**

says Sheldon Goldman, of  
**PUBLIC LETTER SERVICE, Chicago**  
"Because our Bunn Tying Machines  
performed so efficiently, needed at-  
tention so rarely, their excellence was  
taken for granted. Then they helped  
us perform a 'miracle' job ... smooth-  
ly and steadily," reports Mr. Gold-  
man.

Bunn Tying Machines easily keep  
up with the fastest sealing and meter-  
ing machines. One untrained opera-  
tor can do as much as 5 or 10 hand  
tyers ... and with no fatigue.

Simple, effortless operation cuts  
down labor turnover ... steps up pro-  
duction ... eliminates overtime and  
bottlenecks.

Bunn Tying Machines adjust auto-  
matically to any size or shape ... tie  
with a slip-proof knot and correct,  
uniform tension. Postmasters approve  
Bunn-tied bundles.

# BUNN

**B. H. BUNN Co., Dept. RD-55**  
7605 Vincennes Ave.,  
Chicago 20, Ill.

#### GET THE WHOLE STORY

Send today for this fast-packed  
booklet, which illustrates the  
many advantages of Bunn Tying  
Machines. There is no obligation.



**MAIL THIS COUPON NOW**

**B. H. Bunn Co., Dept. RD-55**

**7605 Vincennes Ave., Chicago 20, Ill.**

Please send me a copy of your free booklet  
which shows how Bunn Machines can save  
time and money in my business.

Name \_\_\_\_\_

Company \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

ed matter or form letters going  
through the mails.

It was back in 1906 when Homer  
had his first initiation in organized  
advertising ... becoming a charter  
member of the first Advertising Club  
in Chicago. He served as director of  
the club through the years of 1907,  
1908 and 1909. (Served as its Presi-  
dent from 1924 to 1929).

Ten years after getting into direct  
mail, Homer succeeded in getting  
started on the *big crusade*. He was  
asked to organize the first direct mail  
departmental for the annual conven-  
tion of the Associated Advertising  
Clubs of the World held in Toronto.  
A howling success ... this first  
recognition of the new medium. A  
turnout of better than five hundred.  
The success was repeated in 1916 at  
the Chicago Convention.

Then came *the big idea*. Direct mail  
needed an association of its own.  
Aided by Gridley Adams, Stewart  
Warner Corporation; Byron Bolt, R.  
H. Donnelley Company; Robert C.  
Fay, Chicago Paper Company and Ray  
Fellows, Addressograph Company,  
Homer organized the DMAA under  
an Illinois corporate charter. He be-  
came its first president (1917-1918)  
... and the big drive for direct mail  
recognition was on. DMAA conven-  
tions became larger than the parent  
advertising association. (Ten years  
later, in 1928, Homer Buckley was  
again elected DMAA President).

It is estimated that during those  
crusading years, Homer made more  
than a thousand speeches before ad-  
vertising clubs, trade association con-  
ventions, sales organizations and civic  
clubs. His was the vibrant voice of  
direct mail.

But he found time for many other  
things:

In 1921 he founded the National  
Council of Business Mail Users, Inc.  
... devoted to the cause of equitable  
postal rates and regulations. He, to-  
gether with Reuben H. Donnelley and  
George Lytton were the incorporators  
of the Chicago Better Business Bureau.

He was a charter member of the  
Chicago Chapter, National Council of  
Christians and Jews, which was or-  
ganized in 1925 by Charles G. Dawes,  
Albert Lasker of Lord & Thomas and  
Judge John P. McGoorty.

He is a Founding Member of the  
Executives Club of Chicago ... now  
the largest and most influential busi-  
ness group in Chicago.

He is a Founding Member of the  
West Central Property Owners As-  
sociation ... and served as its presi-  
dent for 15 years.

For 25 years he has been (and is

#### A SHORT COURSE IN DIRECT MAIL

The University of Illinois, assisted by  
the Direct Mail Advertising Associa-  
tion, will conduct a **Direct Mail Ad-  
vertising Management Institute** during  
the week of June 19th on the uni-  
versity campus at Urbana, Illinois.  
In charge: Professor Robert Seymour.  
Morning sessions each day will be  
manned by university personnel ...  
focused on selling and management  
theory. Afternoon and evening ses-  
sions to be manned by top industry  
experts.

Attendance will be strictly limited to  
fifty advertising executives so that  
each can attain individual guidance  
and advice.

Fee is fixed at \$100, which is the  
estimate of the institute's base cost  
(the university, by law, cannot make  
a profit on the venture).

This reporter recommends the insti-  
tute without reservation. It's been  
needed for a long time. Those in-  
terested should contact Bob Seymour  
at the university without delay.

now) a director of the Tuberculosis  
Institute of Chicago ... the Christ-  
mas Seal organization. And for five  
years served as its president.

For 20 years he has been (and is  
now) a director of the Edward Tubercu-  
losis Sanatorium, Naperville, Ill.

Homer served as a director of The  
Illinois Manufacturers Association for  
a period of 15 years. He was also  
chairman of its Postal Committee.

He served as a member of the Ex-  
ecutive Committee of the Chicago  
Association of Commerce, '24 to '29.

He is a charter member of the Off-  
the Street Club for underprivileged  
boys and girls ... and continues to-  
day as a director, after 46 years.

Over the years, Homer has been  
an annual staff lecturer on Direct  
Mail Advertising and Better Business  
Letters at the University of Wisconsin,  
University of Illinois, Notre Dame  
University, Northwestern University  
and Cleveland School of Advertising.

In 1951 he received an honorary  
degree of Doctor of Law from Loyola  
University.

Homer was also one of the Citizens  
Organizing Committee for the Chi-  
cago Century of Progress Exposition  
in 1933 and 1934. He served as trustee  
and chairman of the Committee on  
Public Information.

For the past 20 years he has been  
(and is now) a director of the Civic  
Federation of Chicago ... an organi-  
zation devoted to the study of public  
expenditures and taxes.

For the past 15 years he served (and  
is now) as a director of the Catholic  
Charities of Chicago. Serving now as

a trustee for the Morrison Home for the Aged, as representative of the Catholic Charities, through appointment by the Probate Court.

He initiated the first fund-raising campaign for Loyola University, resulting in the gift of the Lewis Towers to the University from Mr. Frank J. Lewis.

He was one of the committee which founded the Irish Fellowship Club of Chicago . . . first serving as its secretary in 1907, and as its president in 1928, and now continues today as one of its directors.

He is author of many books on advertising subjects.

He served as a 4-Minute Man in the Speakers' Bureau during World War I.

He served as a member of the Selective Service Appeal Board during World War II.

On July 1, 1945, after 40 years of operating the firm of Buckley, Dement & Company, his partner Merritt Dement decided to retire from business. Homer Buckley then arranged to turn over the business to a group of long-service employees. This group is continuing the business today, with William J. Buckley, his brother, as president.

Not willing to retire completely, Homer proceeded to set up an advertising agency, in which he is now engaged (with two associates . . . both young men) under the operating name of Robertson, Buckley & Gotsch, Inc. . . . an agency catering to industrial accounts, with special emphasis on creative direct mail planning and writing.

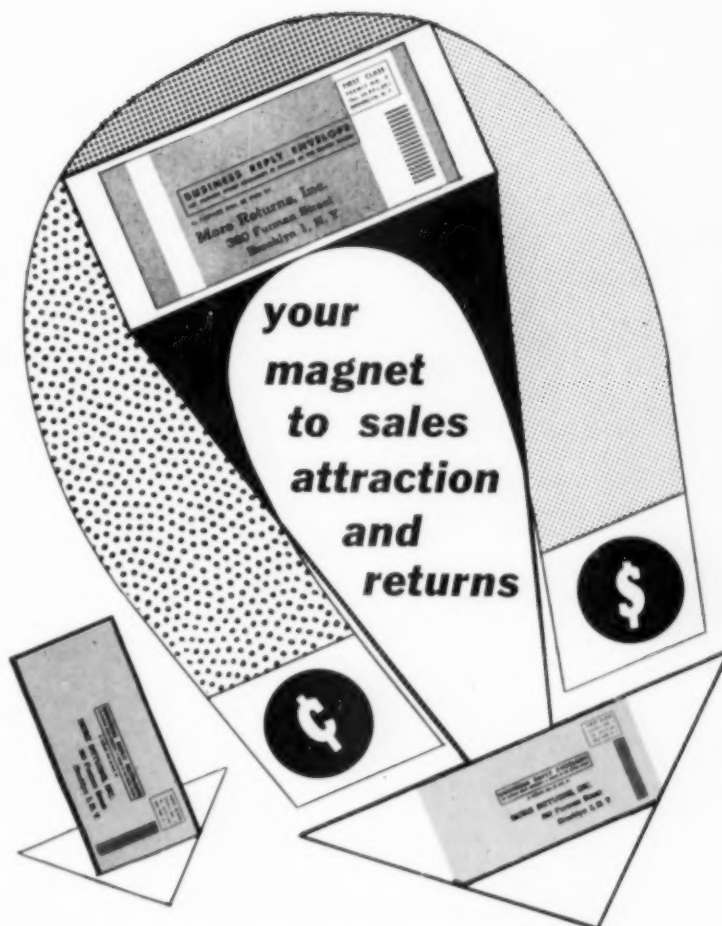
That about wraps up the story of a full and fruitful life. A life of service to his fellow men . . . and to the industry he loved and fostered.

Today, Homer lives fairly quietly with his wife, Lucille, at 5555 Sheridan Road, Chicago. An only daughter, Pat, is Mrs. Vincent Murphy of Manville, Rhode Island.

Homer will be further honored with celebrations of his fiftieth anniversary during the Direct Mail Advertising Association Convention, September 12 to 14 at the Morrison Hotel, Chicago. He has been named honorary general chairman, with Dave Harrington, president of Donnelley's, doing the hard work as acting general chairman.

When you attend the convention in Chicago, try to get a chance to shake the hand of the keen-eyed, friendly *Dean of Direct Mail Men*.

This salute may help you appreciate him more. He can stimulate *you* to search for green pastures. — H.H.



Powerful mailing pulls the best returns. The inspired use of color, design, and embossing on Cupples Personalized envelopes will give your mailing added POWER where it needs it—THE ENVELOPE.

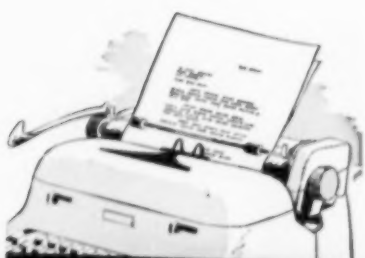
Unless your advertising is seen, its power to sell is lost. The return power of Cupples Personalized envelopes is positive. Call your nearest Cupples representative and let him prove it to you.



360 Furman Street • Brooklyn 1, New York

TRiangle 5-6285

Offices in Boston, Washington & Philadelphia



## Learn how AUTOMATIC TYPING INCREASES LETTER PULLING POWER

**FREE** new  
16-page booklet  
tells the story.  
Send for your copy

The effect of a personally typed letter cannot be denied. A typewritten appeal of the right sort, on any worthy product or service, means success. The only question is, how can the cost be held down within the range of the item you are promoting? Auto-typist provides the answer.

How to use individualized Auto-typist letters is thoroughly discussed in the booklet. Proven techniques of letter writing, follow-up and general correspondence are covered, also. Fill out the coupon to receive your copy.

### Auto-typist

World's Largest Manufacturer of  
Pneumatic Typing Equipment

#### AMERICAN AUTOMATIC TYPEWRITER COMPANY

Dept. 23  
2323 North Puloski Road, Chicago 39, Ill.  
Gentlemen:  
Please send me a copy of "Quantity with Quality through Auto-typist Personalized Letters."

Name \_\_\_\_\_

Company & Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

# Short Notes

## DEPARTMENT

We welcome your direct mail ideas and news items for this department. Send all material to Short Notes Department, The Reporter of Direct Mail Advertising, 224-7th St., Garden City, N.Y.

☐ **THE POST OFFICE DEPT.** seems to be launching another periodic crack-down on strict observance of postal regulations. We've received reports from several large mailers (especially publications) that their 3rd Class material was being returned because it wasn't properly tied or didn't meet other specifications. One large publisher had one half million pieces to be mailed from 90 different P.O.s. Many complained because bundles were improperly tied. Another mailer received a P.O. refusal to accept a gadget mailing. Best rule of thumb is to comply with regulations *while planning your mail*. If in doubt, always check **FIRST** with your local Post Office or the Postal Manual.



☐ **ADVERTISING AGENCY** services and functions are neatly outlined in a new booklet for businessmen recently published by the League of Advertising Agencies, Inc., 220 W. 42nd St., New York 36, N.Y. The 16-page booklet helps businessmen understand how the agency serves the client, how to properly select an agency, and how the client can get the most from his agency. Single copies can be obtained at no cost by writing to LAA at the above address.



☐ **BLOOPER!** Many careful readers have called our attention to the bloopers in the February issue. In an editorial note we intended to correct a statement in Bus Reed's column where he referred to a formula for writing created by Cy Frailey. We asked, "Wasn't it Rudolf Flesch?" It was okay on the original manuscript but the printer changed it to "Randolph." Glad to know we are being checked by so many proofreaders. About the same thing happened in the March issue when describing Doug Mahoney's work. We called attention to a previous article by him, titled "Don't Cry Wool!" On the manuscript the printer received was a warning that "woof" was to be spelled exactly as is. But the final copy appeared with "Don't Dry Wool!" Mistakes usually happen when you are trying to correct a mistake.

☐ **GOLDEN COPY DEPT.:** We picked up this nugget of copy nonsense on a table tent card in a restaurant, and we're passing it on here for anyone who feels as romantic about gin as its writer: "TO A GOLDEN DRY MARTINI: — Behold the beauty of this eye's delight . . . the cool, crisp gold of harvest moon. Treasure the sight for a while yet longer, before you taste, as reflected light plays music on liquid gold. Now taste and wonder . . . at the piquant dryness, the satin smoothness, the exquisite triumph of the sense of taste. For a good Martini is a fine and noble art . . . but a Golden Dry Martini made with Seagram's Golden Gin, brings this art to full and glorious maturity." We wonder how "matured" with martinis the copywriter was when he got this inspiration.



☐ **CRAFTINT MFG. CO.** of Cleveland, Ohio, has just published a mammoth catalog of their line of graphic arts aids. Contains hundreds of paste-up shading patterns and alphabets, as well as 59 patterns of their chemically treated drawing paper with hidden tones for shading effects. The catalog is well worth investigating for ideas to trim production costs. Write to Craftint at 1615 Collamer Ave., Cleveland.



☐ **LEON OLSEN** of Eden, New York, has hit on what seems to be a livewire mail order idea. He's established National Diploma Co., specializing in novel diplomas for small fry. Leon and artist John Van Allen developed a line of colorful, lithographed diplomas to be awarded to "Bachelor of Rhymes" . . . children who have learned their nursery rhymes. The diplomas are all sold by mail to elementary schools around the country. With each order for "Bachelor of Rhymes" diplomas, the principal of school gets an honorary "Dr. of Rhymes" and his kindergarten teachers are awarded honorary "Master of Rhymes" degrees. Clever idea.

arthur martin karl

names unlimited, inc. 352 fourth avenue,  
new york 10, n.y.  
murray hill 6-2454



## mailing list broker

Names Unlimited, Inc. has, for 27 years, given personal and eager attention to the needs of mailers and list owners. Chartered member of the National Council of Mailing List Brokers.

If you would like to  
receive a copy of our  
MAILERS BULLETIN,  
drop us a note  
on your letterhead.

[illegible]

**"The Reply-O-Letter people  
round out our Circulation  
Promotion  
Team"**



says

**EVERETT GELLERT,**

Publisher, MODERN  
PHOTOGRAPHY  
MAGAZINE

"We began using Reply-O-Letters just about the same time we acquired Modern Photography. They've been our work-horse ever since. Reply-O's copy writers and idea men work closely with our Circulation Manager, Milton Gorbulew, and Promotion Manager, Roy Green. The result has been a steady rise in our mail circulation figures from 17,000 to 70,000. We like having Reply-O on our team."

**the  
reply-o-letter**



**write for  
FREE BOOKLET**

We invite tests of 5,000 to 10,000 Reply-O-Letters from mail users who, when satisfied with the results, can then mail in larger quantities.

The booklet, "IT WAS ANSWERS THEY WANTED" makes good reading for anyone who uses the mails. Send for your free copy today.

**THE REPLY-O PRODUCTS CO.**  
7 Central Park West  
New York 23, N. Y.

Sales Offices: Boston • Chicago  
Cleveland • Detroit • Toronto

**Short Notes**  
CONTINUED

□ **THE RECLINING FIGURE:** Davis, Delaney, Inc., New York printers at 141 E. 25th St., used this unusual press shot to bring attention to the fact that they are the only printing plant in the country with five-color, twin Miehle 76



presses. The \$600,000 twin presses handle a gigantic 52" x 76" sheet . . . dramatized here by the 6' 4" form of model Bettine Ottlet. D.D. will send you a sample of the huge press sheet . . . but unfortunately, Bettine's too big to mail.



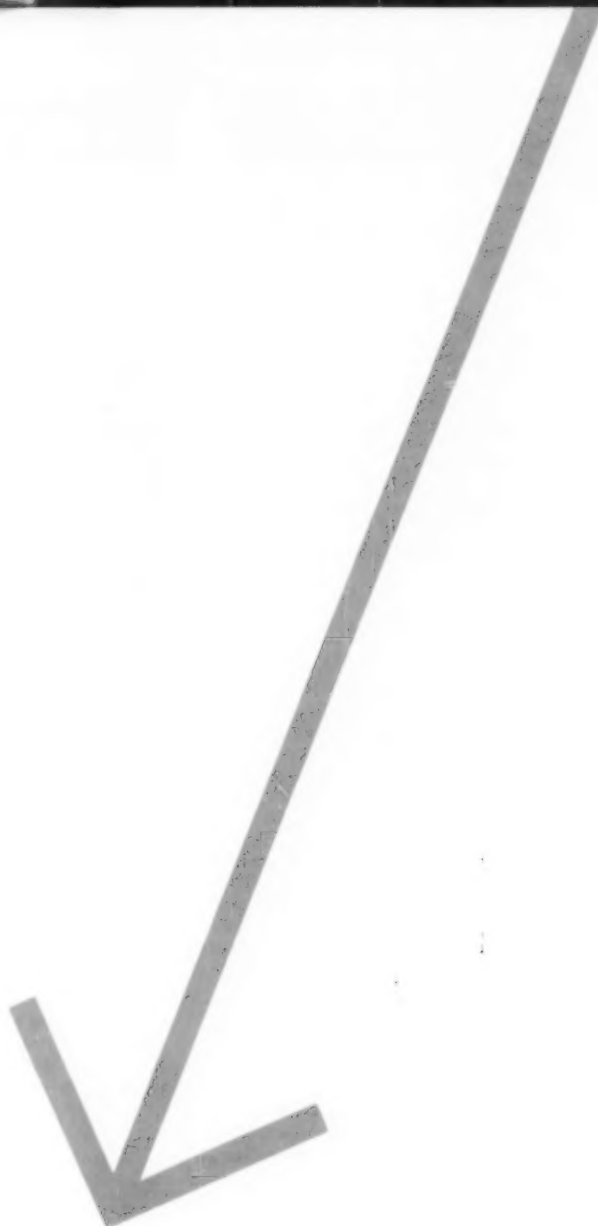
□ **16,000 NAMES** of agricultural leaders are listed in the new 40th Annual *County Agents Directory*, published by the Agricultural Leader's Digest, 139 N. Clark St., Chicago 2, Ill. The most complete listing of its kind, the directory gives names and addresses of agricultural agents, organizations, associations, etc., as well as recent changes in the U. S. Dept. of Agriculture. Price is \$5.00 per copy.



□ **QUALITY WITH QUANTITY** is a good little booklet about the Auto-Typist, published by American Automatic Typewriter Co., 2323 N. Pulaski Rd., Chicago 39, Ill. The 16-page,



illustrated booklet gives tips and techniques on injecting the personal touch into repetitive correspondence, and lists 45 ways Auto-Typist personalized volume letters can be used effectively.



*the finest business paper in America*

**IS OLD COUNCIL TREE BOND**

It is made entirely of new cotton. It will last forever.

The long cotton fibers give it great strength so it can be handled continuously without breaking down. You can type and erase without marring the surface.

Titanium has been added to increase its whiteness and reduce show through. A touch of blue has also been added to further increase the appearance of whiteness.

It is used for life insurance policies, forms, certificates and other important documents.

It is primarily used for letterheads that require

the utmost in prestige. When you need the very best in a business paper, we recommend "Old Council Tree Bond" made of 100% new cotton by the Neenah Paper Company.

Please send me the booklet, "The Facts about The Quality" and samples of your finest rag content papers.

Signature \_\_\_\_\_

Attach to your letterhead and mail to:

**NEENAH PAPER COMPANY**  
Neenah, Wisconsin





## Short Notes CONTINUED

□ **LETTERGUIDE** is the name of a new device for making precision hand lettering. It has an adjustable arm scriber that can reduce, enlarge or slant letters from a stationery templet. Templets are available in a wide range of type styles and sizes up to 2". The



Scriber sells for \$10.50 with templet prices averaging around \$10 to \$12 per font. You can get an illustrated booklet and more information by writing to Letterguide at Box 99, State House Station, Lincoln, Nebr.



□ **HOUSE MAGAZINES** got a big boost in a page-one article in the *Wall Street Journal* (March 24th issue). *Journal* writer Ray Vicker says management today is paying very close attention to house magazines...realizing more than ever their worth as sales and problem solving tools. The *Journal* piece profiles a number of outstanding publications, explaining how they boost production, sales, and reduce costs and accidents. If you missed the article, write to the WSJ at 44 Broad St., New York 4, N.Y.



□ **LEZIUS-HILES CO.**, one of Ohio's oldest and largest printers, has moved into a new plant at Chester Ave. and E. 61st St., Cleveland. The new location doubles the space formerly occupied by the firm at 1125 Rockwell Ave. in



Cleveland's printers' row. With 50,000 square feet of floor space, their new building was formerly owned by a large industrial concern. L-H completely revamped it to house their creative, art and production departments on the second floor, with all printing operations on the ground floor.

MAY, 1955

□ **PUBLICITY POSTAGE** doesn't seem to bother many ad agencies and p.r. outfits. They waste enough of it during a year to hire mailing help that would make sure it wasn't. Example: Here's a single photo and a short nine-line caption from a leading drum beater who should know better. The pix was "protected" by a hunk of stock thick enough to make a surf board. Postage: 15c. "Protection": Very little... the photo was marred with a paper clip used to "attach" the cut line. And some government agencies don't care about publicity postage either, (they mail free). Their "packaging" is just as bad. Example: One bureau mailed out an 8½" x 11" release in a whopping 12" x 16" envelope. Moral: By all means, make sure your photos and releases reach editors in good condition... but don't spend a fortune wrapping them as though they were a dozen eggs.



□ **THE WELLINGTON COMPANY** has just published a 16-page booklet designed to help their 3000 mutual fund dealers plan direct mail campaigns. It contains 14 special-purpose letters, plus helpful hints on how to handle direct mail. Each letter is aimed at one particular segment of the mutual fund market, and is written to introduce the Wellington prospectus and other literature. Wellington dealer relations manager Milton Fox Martin says the direct mail booklet is a big feature in their complete dealer sales aid program.



□ **40,000 COPIES** of American Wood Type Mfg. Co's new 1955 catalog have been mailed out to printers and other graphic arts plants. The annual catalog has been prepared every year since 1932 by Rube Mandel, president of the company. The '55 edition has 256 pages of illustrations, showing wood and metal types, printing and offset supplies, bindery and composing equipment and machinery, etc. You can get a copy by writing to Mr. Mandel at 35 W. 3rd St., New York 12, N.Y.



□ **DO YOU KNOW** how many shopping centers there are in the United States? John H. Rochow, president of W. S. Ponton, Inc., mailing list compilers in Englewood, N.J., recently got a request for such a list. Ponton research of many sources uncovered a total of about 520 shopping centers. It was a tough list to compile... because so many new centers are springing up every day.

## Solve your MAIL HANDLING PROBLEMS



Write for  
the new **CORBIN**

## MAIL ROOM and COLLATING CATALOG

**CORBIN** Mail Room and Collating Equipment reduces work motions, ends congestion, handles larger quantities of mail in less time. Used in the majority of U. S. Post Offices, and in leading firms, universities and institutions. It's the answer to your need for fast, efficient mail handling!

Size and capacity  
to meet your  
requirements



**MAIL THIS COUPON NOW!**

CORBIN Wood Products Division, Dept. RC  
The American Hardware Corporation  
Hornell, New York

Send illustrated literature and prices on  
Corbin Mail Room and Collating Equip-  
ment and related products.

NAME .....  
FIRM .....  
CITY ..... ZONE .....  
STATE .....

*Mail*  
it's in the bag:  
increased returns  
when your  
envelopes are  
designed  
by

**TENSION  
ENVELOPE  
CORP.**



NEW YORK 36, N. Y. • 523 Fifth Avenue  
ST. LOUIS 10, MO. • 5001 Southwest Ave.  
MINNEAPOLIS 1, MINN. • 129 North 2nd St.

DES MOINES 14, IOWA • 1912 Grand Avenue  
KANSAS CITY 8, MO. • 19th & Campbell Sts.  
FT. WORTH 12, TEXAS • 5900 East Rosedale

There's only  
*One*  
**DICKIE-  
RAYMOND**

DIRECT ADVERTISING  
and  
SALES PROMOTION  
for 34 Years  
*Planning  
Writing  
Production*



470 ATLANTIC AVENUE  
BOSTON  
225 PARK AVENUE  
NEW YORK  
109 CHURCH STREET  
NEW HAVEN

**\$CENTS**  
on direct advertising  
**MAKE DOLLARS**

Now you can scent any  
kind of paper with any  
fragrance on any press!

**HERE'S HOW...**

Wash the press, put  
**FPC FRAGRANCE OR AROMA COMPOUND**  
in the ink fountain. Use a  
blank tint plate and run  
the printed paper through  
the press again.

- All Flower or Modern Fragrances
- Food Aromas and Odors
- Many, Many others

**FRAGRANCE PROCESS  
COMPANY**

73 SULLIVAN STREET  
NEW YORK 13, N. Y.  
PHONE: MO 3-1582

## Short Notes CONTINUED

□ **LUKE KAISER**, the "Texantics Unlimited" titan who's made quite a mail order success selling zany toys and gimmicks from Texas, has come up with another good idea . . . patterned after his popular Texas Bucks. The new take-off on the "buck" idea has a worthwhile purpose as it promotes highway safety.



Called "Safety Bucks", the bills come 100 denominations . . . as a reminder of the average property damage per car accident. "Bucks" cover every safe driving situation. Center picture of a young boy is captioned: "A future president of the U.S. . . if you let him live." While Safety Bucks are a natural for insurance companies, Luke's first order for them came from a midwest lumber man who ordered 1,250,000 from just a pencil sketch! Write Luke at 620 Texas Ave., Houston 2, for a sample.



□ **WHEELRIGHT WOOD GRAIN COVER** is an unusual stock you should investigate for summer mailings. Particularly good for summer resorts, antique shops, lumber companies, etc.



Write to Frank Gerhart at Mead Sales Co., 118 W. 1st St., Dayton, Ohio, and ask him for their new portfolio of samples. It shows some of the unusual effects you can get from Wood Grain Cover . . . printing it by either letterpress, offset or silk screen.

□ **NEW DEVELOPMENTS** in full-color gravure printing on transparent material might be adapted by direct mail users. In the past, fine screen and halftone qualities weren't possible due to printing with rubber plates used in the flexograph process. Now Goodstix transparent signs produced by Goodren Products, Englewood, N.J., are being printed in full-color halftone by gravure.



The signs give a beautiful dimensional effect, utilizing full-color, fine screen reproduction on a base of white. Another development is the use of Dayglo fluorescent colors for the flexographic process. Transparent signs in Dayglo are a dazzling attention-getter. Perhaps the new display medium can be used to create some unusual direct mail formats and effects.



□ **DRAKE PRESS**, 333 S. Broad St., Philadelphia, Pa., marked their 20th Anniversary with a special issue of their



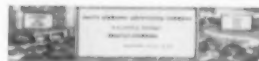
h.m., *Drake Impressions*. Against a background of unusual modern patterns and designs, the pocket-sized publication traced some of the highlights in Drake's history since 1935. Good design by Joseph Gering makes this h.m. a stand-out.

## ART WORK BY MAIL

Plan, copy, sketches and finished art work delivered direct to your desk by mail from my studio at home.



## ALABAMA



I have designed letterheads for a great many firms and a wide variety of products and services in all parts of the country.

If you are planning a new letterhead why not have me do a rough sketch or two. If you would like more information as to cost, time needed for delivery or samples of my work just write me a letter.

Letterhead in two colors designed for north alabama advertising company, decatur, alabama.

**RAYMOND LUFKIN** Plan, copy, design, illustrations and typography **BY MAIL**  
124 West Clinton Avenue, Tenafly, New Jersey. ENglewood 3-4960

# Elliott

## ADDRESSING MACHINES

offer you the only competition you can find in the Addressing Machine industry.

Consult your yellow telephone book or write to The Elliott Addressing Machine Co.  
127 Albany St., Cambridge, 39, Mass.

## THE MAGIC NUMBERS

"Gentlemen, putting those magic number sets in the outgoing mail sure is bringing in the results."



For a Direct Mail gadget that turns each person receiving one into a walking billboard for your product or services try using the magic number sets. I will be glad to send you a sample without charge or obligation. Just drop a note to:

**Franklin C. Wertheim**  
DIRECT MAIL CONSULTANT  
179-15 Jamaica Avenue  
JAMAICA 32, N. Y.

The Man With The 'Modest Fees'

## 1,000,000 names

In a hurry are a snap with Carbo-Snap! Addressing 1,000 or 1,000,000 mailing pieces is inexpensive and fast with Carbo-Snap multiple addressing labels. Ask for free samples and the complete story.

**Penny Label Company**

913 Murray St., New York 7, N.Y.

# A DEAD DUCK STILL LIVES

This May Be An Answer To The Continuing  
Newspaper Attacks Against Direct Mail

A Report by Henry Hoke

ALTHOUGH "patron mail" or simplified addressing died an unnatural death on March 31st . . . it looks like the newspapers are not going to allow the public to forget about "junk mail". Just as we predicted, the combined newspaper attack on patron mail was an assault on all third class or advertising mail.

The screwiest angle to the whole affair was the way many newspapers at the last moment actually used patron mail to blanket their own neighborhood to solicit subscriptions. We have samples from all around. In other words, the business offices of the newspapers used the hated (but profitable) system which the editorial departments (nudged by the advertising) deplored.

Many newspaper editorials celebrated the demise of patron mail with gleeful editorials slanted in most cases against all third class.

Editor and Publisher (trade bible of the publishers) praised the *Hartford* (Conn.) *Times* for assuring its advertising readers that even though "junk mail" is dead they are not to be denied a "useful service". Then it pointed out that to reach the *Times'* 114,920 circulation with "junk mail" would cost \$1,723.80 . . . while a full page ad in *Times* would cost only \$528. (This . . . on delivery cost alone, exclusive of printing cost for circulars, etc.).

Editor and Publisher also praised the *Winsted* (Conn.) *Citizen* for its effective work in pointing out that to send a postal card to *Citizen* circulation would cost \$67.66 for postage alone . . . while the same space in the newspaper every day except Sunday

for a month would cost only \$58.50. (The old Brisbane fallacious argument).

So . . . it seems like a dead duck is still alive. Unless sane minds in the newspaper management field convince the others to stop being petty . . . direct mail people will have to find some way to fight back.

Many months ago, *Reporter* articles urged local printers and direct mail creators to use the newspaper attacks as a basis for constructive but competitive selling. A few did. But the best job in the whole country in our opinion has been done by Claude Grizzard, Jr. and his side-kick Lewis T. Gordon, Jr., who guide the thinking and destinies of Grizzard Advertising: "A Mail Advertising Agency", 342 West Peachtree Street, Atlanta 3, Georgia.

Shortly after the newspaper attacks started last fall, Claude and Lew developed a series of carefully planned letters to be sent to Atlanta area business executives. At one point, the intervals were stepped up to one a week. They were all good letters. Wish we had room for the whole continuing series since the start . . . but we'll give you here five of the best.

Even though slanted at selling a particular direct mail service, we believe all readers of *The Reporter*, users and producers alike, will enjoy the copy. Pay particular attention to the letters we have marked as (3) and (5) . . . although those are not the sequence numbers of the much longer series.

Some of you may want to write to Claude and/or Lew . . . with a verbal

pat for an intelligent and courageous selling job:

## Letter No. 1:

(Mailed January 3, 1955)

Mr. John Doe  
John Doe Manufacturing Company  
Atlanta, Ga.

Dear Mr. Doe:

The mounting cost of newspaper advertising has created a very real problem for the average retailer.

He is in competition with big retailers who completely dominate the paper. He strains to put a 100 inch ad into a Thursday or Sunday edition only to find that he is in a paper that carries 15 to 20 pages for one advertiser, 10 pages for another and perhaps a complete section for a third.

His advertising is completely lost in such circumstances.

This is being severely felt by many retail advertisers. Unless the items they carry are at practically give away prices, results from their advertising are falling off sharply, evidently because their relatively small space fails to attract attention.

The answer for many has been the mail. To quote one furniture executive, "I have 25,000 customers who have bought from us in the last two years. I am concentrating my advertising on them. If I can get their business it will be all I can handle."

We have had over 36 years experience planning and preparing resultful advertising to customers and selected prospects for retailers all over the South. If you are having troubles with your mass advertising, let us talk with you about customer promotion that will return the highest result per dollar invested.

Cordially yours,

GRIZZARD ADVERTISING  
(Signed)  
Claude Grizzard, Jr.

(Continued on page 17)

## Letter No. 2:

(Mailed February 7, 1955)

Mr. John Doe  
John Doe Manufacturing Company  
Atlanta, Ga.

Dear Mr. Doe:

Fortune Magazine says that by 1959 there will be 1,000,000 more American families with spendable incomes in excess of \$5,000 — an increase of 50% over 1953.

As these American markets climb to fantastic new heights few but the business giants are able to expand and go after the entire market by mass advertising and selling. Most businesses, manufacturing, wholesale and retail need to concentrate in that area where they have distinct advantage and can serve best.

Whenever the word "selective" is used in connection with selling, the problem almost always calls for direct mail. No other medium can so effectively concentrate your message in just the market you wish to tap and produce profitable results.

If you are faced with a selling problem, with personal sales costs that are too high, with newspaper advertising costs that keep your ads so small they cannot be effective in competition with large retail outlets, let us talk with you about direct mail. We can help you plan it, and handle all details of production for you. Just call Cypress 8441.

Cordially yours,  
GRIZZARD ADVERTISING  
(Signed)  
Claude Grizzard, Jr.

## Letter No. 3:

(Mailed February 28, 1955)

Did you see  
last Thursday's *Journal*?

It contained 100 pages. Three advertisers had nearly 37 pages of advertising in it. In addition there was a food section of 20 pages almost solid food advertising and 5 pages of classified advertising. This totals 62 pages of the 100.

There were 53 other advertisers in the paper who bought 16.4 pages of space, not including the full page of small theatrical and entertainment ads. They paid about \$5.00 to \$6.00 an inch for this space but what chance did their relatively small ads have to get attention in competition with these big advertisers?

Eliminating food advertising, classified and theatrical, 3 advertisers bought nearly 37 pages. 53 advertisers bought only 16.4 pages. In a paper of 100 pages there were nearly 80 pages of advertising.

The retailer in Atlanta at other comparable Southern city, doing a business of one-half to three quarters of a million dollars, is at a decided handicap when trying to compete in advertising in the same medium with a retailer doing multiple millions.

Yet with his own customers and often with selected prospect groups he has the decided advantage over the big outlet, for he can give more personal service and is

more flexible in his policies.

Many advertisers have found that they can profitably channel a large portion of their advertising dollar into direct advertising to their customers and selected markets. Just one example of this — Customer Courtesy Days held in advance of sales advertised to the public, often will bring in more business in three or four days reserved for customers only than will be realized from the entire public sale.

If you are interested we shall be glad to show you samples of these direct promotions and the results they have secured.

Sincerely yours,  
GRIZZARD ADVERTISING  
(Signed)  
Claude Grizzard, Jr.

## Letter No. 4:

(Mailed March 11, 1955)

Mr. John Doe  
Doe Manufacturing Company  
Atlanta, Ga.

Dear Mr. Doe:

Here's a result story on the power and effectiveness of Grizzard's Exec-O-Matic letters in which I am sure you will be interested.

Using just such a letter as you are now reading, Mr. Doe, a prominent Atlanta men's clothing store made one contact with inactive accounts ranging from 9 months to 9 years since they had last bought. The total number of accounts to which this personal letter was written was 4810. No other contact was made with these people. Sixty days later upon checking their ledgers they discovered that 660 of these 4810 people had reopened their accounts — 13.7% of the total number contacted.

The most interesting picture to the store, however, is the \$26,500 gross business which they did from these accounts at a cost of less than \$800.00! Think of it — one letter not only revived 660 dormant accounts, but produced substantial business at a cost slightly less than 3%. Add to this the number of people who have come in since that 60 day check, and the number of additional purchases made by those who have reopened their accounts, and you realize what amazing results this single Exec-O-Matic letter produced for this store. Incidentally, if you haven't already checked, the average sale is about \$40.00 per customer. One of our representatives would be most happy to discuss with you, Mr. Doe, how you can use this personal type contact with your old accounts to produce new business for your operation. A telephone call will bring him at your convenience.

Cordially yours,  
GRIZZARD ADVERTISING  
(Signed)  
Claude Grizzard, Jr.

## Letter No. 5:

(Scheduled for April mailing)

Dear Mr. Jones:

"JUNK MAIL."

Now that all the furor and shouting about simplified address mail called by the papers "Junk Mail", has died down and the newspapers have succeeded in bringing enough

pressure to have the service discontinued we would like to make just a few comments — our first.

1. The only adverse criticism of simplified address mail we know of came from the newspapers because they were losing advertising revenue.

2. The Post Office was making a profit on this class of mail, receiving seven to eight times the revenue received from newspapers, which are far more difficult to handle.

3. Mail boxes were not "stuffed". According to the newspaper reports approximately 1,000,000 pieces of this class were distributed in Atlanta per month. That's about six pieces per stop per month or one every four days.

4. Advertisers got results from simplified address mail. That is why they used it. Changing the rules some will not stop advertising mail. Already most of the users have made arrangements to send their pieces to "occupants" which is a simplified address form long in use. And, of course, there has been no change in simplified distribution to rural route boxholders.

If you wonder why we did not have something to say about this before, there were two reasons. First, we specialize in personalized mail advertising which means that almost everything we do is addressed to an individual. So we were not directly concerned. Second, you can't fight newspapers, unless you have another newspaper.

We did think, however, that these comments should be made because a lot of erroneous ideas were published about mail which tended to reflect on all classes of this, the most rapidly growing medium of advertising.

Cordially yours,  
GRIZZARD ADVERTISING  
(Signed)  
Claude Grizzard, Jr.

Before we drop the still alive dead duck subject . . . some observations on the postal situation are in order. By the time this issue reaches you, hearings will possibly be opening and continuing on the postal rate increase bills. You'll be bombarded with bulletins from your associations . . . particularly from DMAA, Associated Third Class Mail Users, National Council of Business Mail, Parcel Post Association and the newly organized Association of First Class Mail Users, Congressional Hotel Room 103, 300 New Jersey Avenue, S. E., Washington, D. C.

You should absorb as much information as you can . . . so that you can talk intelligently when necessary . . . with Congressmen or other confused individuals.

The Post Office Cost Ascertainment Report for 1954 fiscal is now available. It's worth the dollar charged by Superintendent of Documents, Government Printing Office, Washington 25, D. C.

When we published our analysis of

the postal mess in February . . . some readers wondered whether (or hoped) we could prove our figures which had been computed by combining various separate indexes in the 1953 fiscal report. This year, the Post Office did the combining . . . and for the first time published a summary of revenues (by class), total pieces, weights, etc. We'll take the room to publish

just Page 1 of Table 41 appearing on Page 74 of report. This covers all the important classes but doesn't show the special services, franked mail (credited), registry fees, etc., which brought total revenue in fiscal 1954 to a top high of \$2,274,516,717.

Study the figures carefully and you'll see that the *Reporter's* February analysis was and is correct. Add the

TABLE 41 OF THE 1953  
POST OFFICE COST REPORT

total revenues from First, Air Mail, and Third. Add likewise the weight. Then compare that total with the totals for 2nd class. You'll understand very clearly why the Post Office Department is in a mess:

*It is staggering under the load of 2½ billion pounds of publications from which it collects only 54¼ million dollars. Compare this with the better than 1½ billion dollars collected for first, air and third for handling only 1-6/10th billion pounds!*

It doesn't take a mathematical genius to discover there is something rotten in Denmark (D. C. that is).

But as one correspondent points out, only one Postmaster General had the temerity to try to do something about 2nd Class rates. That was PMG Burleson who went in and out with Woodrow Wilson. He became the most maligned man of his time. The newspapers really gave him a trimming which included complete silence on his speeches urging equitable postal rates.

We won't attempt to give you complete figures from the Cost Ascertainment report on *deficits* or the "costs" of handling each class of mail. But as Harry McGinnis of the Associated Third Class Mail Users points out . . . many of the figures are suspect. For instance, the 1953 fiscal report claims that it *costs* the Post Office an average of 3.03067 cents to handle each piece of first class mail. While the *cost* figure for third class is fixed at an average of 3.13340 cents per piece.

How could it? . . . when the third class mail user does (at his own expense) *nine costly operations* which the Post Office must do for first class; namely . . . pick up, handling, depositing, facing, sorting, cancelling, separating (or casing) tying, sacking. Only at the transportation stage do the two classes begin to be the same. But at ultimate destination, first class is cased and delivered *first*, while third is handled *only* after first and second has gone through. Largely in spare time.

Those are some of the arguments you will need in the days ahead. Some prophets predict there won't be *any* postal rate increases. The whole subject is too bogged down in confusion.

But don't be caught sleeping at the switch. Direct mail will need protection and defenders. A dead duck still lives.



## "IDEAS FOR INDUSTRY"

. . . is the name of a new organization headed by direct mail-sales promotion creator Murray Dolmatch (formerly with the Frank H. Lee Company, New York). Murray's latest and most popular "idea" is Greeting Cards for Industry . . . a series of neatly designed stock messages covering a wide range of business situations. The cards are a natural for establishing cordial customer relations. Some of the many subjects include Congratulations, (sent when a change or promotion has taken place), Thanks For Being You (sent as a general good-will mailing, etc.), Welcome To Our Office (sent either as a general mailing or during market weeks when buyers are in town, etc.), and shown above, Coming Attraction (sent as an advance notice of a salesman's call). Ideas For Industry's address is 24 W. 45th Street, New York 36, N. Y.

Table 41

SUMMARY: ORIGINATING MAILS AND SPECIAL SERVICES . . . TOTAL AND AVERAGE REVENUES, PIECES, WEIGHTS, AND TRANSACTIONS  
Fiscal Year 1954

Class of Mail Matter	Revenue	Percent	Pieces	Percent	Weight	Percent	Average Revenue per Piece	Average Weight per Piece	Average Revenue per Pound	Average Weight per Pound
	1	2	3	4	5	6	7	8	9	
DOMESTIC										
First Class:										
Letters and sealed parcels - Nonlocal . . . . .	\$170 930 996	25.09	15 751 995 855	30.18	556 858 433	4.79	3.624	108.371		3.35
Letters and sealed parcels - Local delivery . . . . .	258 913 225	11.36	8 071 950 343	15.66	203 517 425	1.85	3.208	127.222		.404
Government Postal Cards - Nonlocal . . . . .	23 119 002	1.02	1 155 950 100	2.21	6 303 615	.06	2.000	367.559		.087
Government Postal Cards - Local delivery . . . . .	18 420 747	.81	921 037 350	1.76	5 031 622	.05	2.000	367.559		.087
Private Mailing Post Cards - Nonlocal . . . . .	14 885 081	.65	744 254 550	1.42	2 627 437	.04	2.000	371.670		.099
Private Mailing Post Cards - Local delivery . . . . .	8 656 566	.39	432 828 500	.83	2 662 953	.02	2.000	325.069		.098
Total Originating First Class . . . . .	\$894 931 617	39.33	27 082 015 998	51.86	748 951 826	6.81	3.705	119.491		.442
Free from Armed Forces . . . . .	-	-	3 291 546	.01	100 871	.00	-	-		.490
Total First Class . . . . .	\$894 931 617	39.33	27 085 307 544	51.87	749 052 697	6.81	3.704	119.475		.442
Domestic Air Mail:										
Letters . . . . .	97 212 341	4.29	1 374 650 597	2.64	46 236 032	.42	7.045	210.222		.536
Government Postal Cards . . . . .	434 524	.02	10 863 800	.02	59 025	.00	4.000	735.843		.087
Private Mailing Post Cards . . . . .	271 741	.01	6 993 225	.01	42 795	.00	4.000	735.843		.087
Air Parcel Post . . . . .	28 602 365	1.26	19 549 521	.04	34 074 024	.31	146.322	83.942		27.890
Total Originating Air Mail . . . . .	126 520 999	5.56	1 417 094 443	2.71	80 411 886	.73	8.928	157.341		.908
Free from Armed Forces . . . . .	-	-	53 243 061	.10	1 277 599	.01	-	-		.384
Total Air Mail . . . . .	126 520 999	5.56	1 470 337 504	2.81	81 689 485	.74	8.905	154.880		.889
Second Class:										
Exempt from zone rates (Sec. 34.40(e) P.I.A.B.)	4 130 147	.18	1 240 689 032	2.38	238 059 178	2.15	333	1.735		3.070
Publications containing 5 percent or less of advertising . . . . .	1 628 081	.07	340 618 643	.65	78 771 921	.72	4.478	2.067		3.700
Daily newspapers . . . . .	13 086 557	.58	1 786 547 823	3.42	573 074 618	6.12	7.331	1.944		6.028
Newspapers other than dailies . . . . .	2 318 119	.10	848 966 207	1.63	158 563 880	1.33	2.753	1.581		2.753
Magazines and Periodicals of general interest . . . . .	26 128 258	1.15	1 365 984 611	2.65	1 088 144 552	9.89	1.805	2.461		12.562
Agriculture, Business, Professional, etc. . . . .	6 340 768	.28	592 935 548	1.13	226 343 395	2.06	.916	2.805		5.276
Religious, Municipal, Welfare . . . . .	224 220	.01	75 343 738	.14	9 115 802	.08	.298	2.460		1.916
Exempt classroom publications (Sec. 34.40(e) P.I.A.B.)	400 074	.02	56 764 255	.11	19 714 002	.18	.705	2.029		5.517
Total Publishers' Second Class . . . . .	54 265 224	2.39	6 427 669 657	12.31	2 479 837 178	27.34	8.446	2.188		6.173
Transient . . . . .	3 024 963	.13	51 619 347	.11	24 671 866	.22	5.439	12.281		7.086
Publishers' returned, label, 35% Application Fee . . . . .	596 579	.03	-	-	-	-	-	-		-
Total Second Class . . . . .	57 975 532	2.55	6 483 489 204	12.42	2 504 459 064	27.56	8.936	2.215		6.181
Publications (Sec. 34.54 P.I.A.B.)										
Third Class:										
Piece and pound rate . . . . .	4 028 000	.18	70 931 876	.14	38 859 668	.35	5.879	10.345		8.766
Piece and pound rate . . . . .	245 891 246	10.81	13 845 488 479	26.56	811 346 784	7.37	1.773	30.307		.956
Bulk mailing fee . . . . .	2 282 161	.10	-	-	-	-	-	-		-
Total Third Class . . . . .	248 183 447	10.91	13 865 488 879	26.56	811 346 784	7.37	1.790	30.589		.956
Fourth Class:										
Zone rate parcels (Sec. 34.77 P.I.A.B.) . . . . .	543 340 737	23.80	994 750 517	1.91	5 764 073 868	51.29	54.345	9.399		92.551
Catalogs (Sec. 34.77 P.I.A.B.) . . . . .	18 064 936	.83	120 503 100	.23	268 122 077	2.42	13 925	7.185		35.366
Books (Sec. 34.84 P.I.A.B.) . . . . .	18 461 439	.81	74 858 218	.14	311 617 822	3.20	24 754	7.537		75.517
Library Books (Sec. 34.83 P.I.A.B.) . . . . .	503 847	.02	5 143 241	.01	31 033 343	.28	9.796	1.604		96.536
Matter for Blind at least per pound . . . . .	8 816	.00	59 682	.00	696 133	.01	34.577	1.070		224.157
Total Fourth Class . . . . .	579 219 175	25.46	1 195 655 338	2.29	6 443 686 243	58.20	48.471	9.046		85.736



## BENJAMIN MOORE MAILS CANNED TRICKS TO CAPTURE WEST COAST PAINT DEALERS

An Advance Report On a Playful Paint Promotion

With an impressive string of independent east and midwest dealers handling their products, Benjamin Moore & Company has now launched an all-out effort to recruit additional dealers on the west coast.

When the 70-year-old company invaded the west coast with a new plant at 831 E. 61st Street, Los Angeles, three years ago, they already had a number of L.A. dealers carrying Benjamin Moore paints. But there are about 500 or more which salesmen have not been able to bring into the fold . . . so the job has been turned over to BM's advertising agency, Monroe F. Dreher, Inc., 30 Rockefeller Plaza, New York 20, N.Y.

Dreher's drive to secure additional L.A. dealers is based on two selling principles: (1) *entertain the prospect while you sell him*, and (2) *visually demonstrate the sales points*. Working

(Continued on page 25)

Dress your  
next folder in  
delux-ful  
Cockle-Finish  
Onion Skin  
by



# Get acquainted with **Millers Falls** paper merchants

Yes, get acquainted with the merchant nearest you. He's more than happy to answer questions, supply you with samples and dummies, consult with your printer. Call him now. He's just a phone call away.

**AKRON, OHIO**  
Millicraft Paper Co., HE 3138

**ALBANY, N. Y.**  
Hudson Valley Paper Co., Tel. 4-9135

**ALBUQUERQUE, N. M.**  
Graham Paper Company, Tel. 7-8883

**ATLANTA, GA.**  
Sloan Paper Co., WA 0653

**BALTIMORE, MD.**  
Baxter Paper Co., LE 7785  
Bradley-Reese Co., PL 2-8129  
J. Francis Hock & Co., PL 2-1057  
Henry D. Mentzel & Co., SA 7-3824  
Paper Supply Co., MU 5-6776

**BIRMINGHAM, ALA.**  
Graham Paper Co., Tel. 3-2229

**BOSTON, MASS.**  
John Carter & Co., CH 2-5000  
Century Paper Co., HU 2-2505  
Coca-Vivian-Lindenmeyr Co., LI 2-1885

**BUFFALO, N. Y.**  
Hubbs & Howe Co., FI 7900  
Union Paper & Twine Co., GA 4667

**CHARLOTTE, N. C.**  
Caskie Paper Co., Tel. 2-5168

**CHATTANOOGA, TENN.**  
Graham Paper Company, Tel. 7-5601

**CHICAGO, ILL.**  
Allen Paper Co., FR 2-2458  
Berkshire Papers, Inc., CH 3-5100  
Graham Paper Co., AN 3-0755

**CINCINNATI, OHIO**  
Chatfield Paper Corp., MU 2600

**COLUMBUS, OHIO**  
Sclafco Paper Co., EV 9585

**CLEVELAND, OHIO**  
Millicraft Paper Co., PR 1-3011

**CONCORD, N. H.**  
John Carter & Co., CA 8-5545  
C. M. Rice Paper Co., Tel. 4270

**DALLAS, TEXAS**  
Graham Paper Co., RA 7238

**DAYTON, OHIO**  
Jack Walkup Paper Co., HE 5858

**DENVER, COLO.**  
Graham Paper Co., TA 6251

**DES MOINES, IOWA**  
Pratt Paper Co., Tel. 4-4241

**DETROIT, MICH.**  
Seaman-Patrick Paper Co., TA 5-2241

**EL PASO, TEXAS**  
Graham Paper Co., Tel. 2-6573

**EMERYVILLE, CALIF.**  
Zellerbach Paper Co., OL 3-1481

**ERIE, PA.**  
Daha Paper Co., Tel. 2-5280

**FORT WAYNE, IND.**  
Millicraft Paper Co., AN 2117

**FRESNO, CALIF.**  
Zellerbach Paper Co., Tel. 3-7201

**HARRISBURG, PA.**  
Johnson, Kaffer & Trout, Tel. 8-8287

**HARTFORD, CONN.**  
John Carter & Co., JA 7-8109  
Henry Lindenmeyr & Sons, JA 2-3167  
Rourke-Eno Paper Co., JA 2-8215

**HOUSTON, TEXAS**  
Graham Paper Co., CA 6303

**JACKSONVILLE, FLA.**  
Virginia Paper Co., Tel. 4-0518

**JACKSON, MISS.**  
Graham Paper Co., Tel. 3-4999

**JAMESTOWN, N. Y.**  
Millicraft Paper Co., Tel. 7-944

**KANSAS CITY, MO.**  
Graham Paper Company, NO 3900

**KNOXVILLE, TENN.**  
Graham Paper Company, Tel. 5-0221

**LONDON, CANADA**  
Fine Papers London Ltd., Tel. 2-7138

**LOS ANGELES, CALIF.**  
Zellerbach Paper Co., AN 5252

**LOUISVILLE, KY.**  
Graham Paper Company, WA 6526

**LUBBOCK, TEXAS**  
Graham Paper Company, PO 3-1949

**LYNNHURST, VA.**  
Caskie Paper Co., Tel. 3-1395

**MEMPHIS, TENN.**  
Graham Paper Co., Tel. 5822

**MINNEAPOLIS, MINN.**  
Graham Paper Co., GE 3335  
General Paper Corp., AT 2421  
Wilcox-Mosher-Legholm Co., GE 3383

**NASHVILLE, TENN.**  
Graham Paper Co., Tel. 6-8116

**NEWARK, N. J.**  
J. B. Card & Paper Co., MI 2-0920  
Forest Paper Corp., NU 2-0006

**NEW HAVEN, CONN.**  
Ailing Paper Co., UN 5-6101  
Rourke-Eno Paper Co., UN 5-4195

**NEW ORLEANS, LA.**  
Graham Paper Co., Tulane 1722

**NEW YORK CITY**  
American Paper Exports, MU 2-4944  
F. W. Anderson & Co., CO 7-2080  
H. P. Andrews Co., GR 7-3070  
Beckman Paper Co., AL 5-4200  
Duplicating Papers, Inc., GR 5-1717  
M. W. Elish Co., CO 7-8477  
Forest Paper Co., WA 4-1400  
Henry Lindenmeyr & Sons, EX 2-4400  
Hilcraft Paper Co., WA 5-4833  
Linde-Lathrop Paper Co., Inc., OX 5-3300  
Majestic Paper Corp., CA 6-1475  
Milton Paper Co., WA 9-8721  
Ris Paper Co., WA 4-1970  
John F. Serie Co., BE 3-8060  
Stelner Paper Corp., WO 2-0551  
Wilmann Paper Co., WA 7-1121  
Winfield Paper Corp., BA 7-5264

**OKLAHOMA CITY, OKLA.**  
Graham Paper Co., RE 9-2538

**PHILADELPHIA, PA.**  
Atlantic Paper Co., LO 3-1420  
Mollen Paper Co., LO 3-6487  
Paper Merchants, Inc., WA 2-0750  
Schuykill Paper Co., LO 3-1355  
Schwartz & Co., MA 7-6510

**PITTSBURGH, PA.**  
Chatfield & Woods Co., HU 1-2800

**PORTLAND, MAINE**  
C. M. Rice Paper Co., Tel. 3-2977

**PROVIDENCE, R. I.**  
John Carter & Co., CA 1-0335  
Harragansett Paper Co., GA 1-4221  
Providence Paper Co., GA 1-7600

**PORTLAND, OREGON**  
Zellerbach Paper Co., AT 6311

**RICHMOND, VA.**  
Virginia Paper Co., Tel. 3-8424

**ROCHESTER, N. Y.**  
Hubbs & Howe Co., CU 8470

**SACRAMENTO, CALIF.**  
Zellerbach Paper Co., GI 2-6971

**ST. LOUIS, MO.**  
Graham Paper Co., MA 1-3355

**SALT LAKE CITY, UTAH**  
Zellerbach Paper Co., Tel. 7-5406

**SAN ANTONIO, TEXAS**  
Graham Paper Co., CA 7-8234

**SAN FRANCISCO, CALIF.**  
Zellerbach Paper Co., EX 2-1631

**SAN JOSE, CALIF.**  
Zellerbach Paper Co., CY 3-4092

**SEATTLE, WASH.**  
Zellerbach Paper Co., LA 7000

**SPOKANE, WASH.**  
Zellerbach Paper Co., MA 2377

**SPRINGFIELD, MASS.**  
Rourke-Eno Paper Co., RE 7-4737  
Whitney-Anderson Paper Co., RE 3-3196

**STOCKTON, CALIF.**  
Zellerbach Paper Co., HO 6-5744

**SYRACUSE, N. Y.**  
J. & F. B. Garrett Co., Tel. 2-2361

**TOLEDO, OHIO**  
Millicraft Paper Co., AD 5159

**TORONTO, CANADA**  
Fine Papers Ltd., PL 8741  
Grand & Toy Ltd., EM 4-6481

**TROY, N. Y.**  
Troy Paper Corp., AS 4-5810

**WASHINGTON, D. C.**  
R. P. Andrews Paper Co., LI 3-6100

**WICHITA, KANS.**  
Graham Paper Co., FO 3-1205

**WILMINGTON, DEL.**  
Schuykill Paper Co., Tel. 4-7718

**WORCESTER, MASS.**  
Butler-Dearden Paper Service,  
Tel. 3-6331

## Millers Falls Paper Company

Nation's First Manufacturer of 25 % Cotton Content Onion Skin Millers Falls, Massachusetts

Send me samples and sample book of Millers Falls Onionskin  
...all 3 finishes, please...cockle, glazed and smooth.

Name.....  
Company.....  
City.....State.....



And by all means, send the booklet entitled, "A One Lesson Course in Onionskin". I want to know more about how to handle this paper.



(Continued from page 20)

with the benefit of a small list, a concentrated area and a colorful product, the agency has come up with a direct mail showmanship campaign covering both principles as smoothly as their client's product covers interiors and exteriors.

The campaign kicked off not long ago with a series of teaser postcards, establishing the theme "Benjamin Moore Is In Los Angeles". First card contained nothing more than the letters BMLA, with the second picturing a painter filling in the words to the phrase. Others finally led up to a message telling L.A. dealers Moore was sending them a special package.

The package was the first in a series of four actual Moore paint cans . . . used as mailing containers to send dealers entertaining tricks and gimmicks that will dramatize Moore paint selling points:

- The first paint can (mailed late last month) contained a roll of stage money to tell dealers: "There's More Profits For You When You Sell Moore Paint."

- The second can will hold an amusing "guess the color" trick which dealers can try on their families and friends. The trick emphasizes: "You Name The Color . . . Benjamin Moore Has It!"

- Third can will have a small box, labeled: "Who's The Happiest Paint Dealer In L.A.?" When opened, the dealer will see himself in a small mirror, as a message inside the cover tells him: "It Could Be You If You Had A Benjamin Moore Franchise."

- The final paint can mailing in the series will feature a jigsaw puzzle map of the United States showing that Moore paint is: "Sold Across The United States & Canada By Independent Paint Dealers."

Each paint can will also contain a short personal letter from Harry Christensen, Los Angeles manager of the paint company, reprints of Moore color advertising run in the Home Magazine Section of the *Los Angeles Times* and samples of dealer merchandising material.

It's our guess the colorful canned campaign will help do the trick to round up Moore dealers in Los Angeles. At any rate, it's bound to paint the town with some playful promotion.



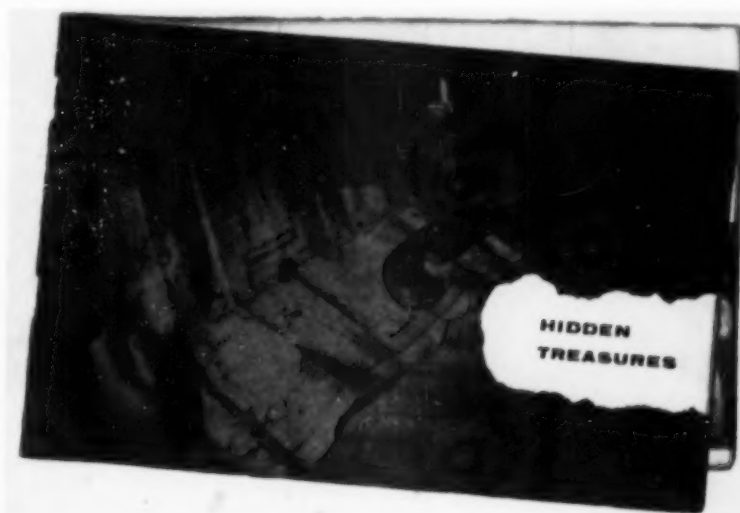
### SOME HOT BINDERY PRODUCTION

When the Caterpillar Tractor Company, Peoria, Ill., produced a recent direct mail booklet titled *Hidden Treasures*, they turned the job over to Bee Bindery, Chicago . . . with instructions to process the booklets so they'd have an "antique" effect. The "antiquing" was to be done by scorching the edges of the booklets to give them then an old, charred look.

The job would usually be accomplished with a blow torch . . . but the order specified: "RUSH . . . SOON AS POSSIBLE." A conventional plumber's heater would have taken a month inasmuch as there were 200,000 copies of the booklet to be signed. Bee Bindery president Arthur Blitstein got the hot idea of hiring a talented fire eater. The fire eater, a Samoan Prince named Ulualo Tavui, came to the bindery in the morning, took a Prince-Size swig of kerosene, fanned a torch across his mouth . . . then went to work on the booklets.

Not only did the bindery finish the job in record time, but the Prince's efforts on behalf of the graphic arts industry also brought a flock of newspaper and wire service reporters to the bindery for the "hot scoop."

We're wondering now, who'll be the first to hire a sword swallower to handle a tricky trim or die-cut.



*There's A Big Rainbow  
Breaking On The Advertising  
Horizon. Now is the time to:*

# PUT MORE COLOR INTO YOUR DIRECT MAIL

**A report by Dudley Lufkin,**  
*Field Editor*

Advertising is on the brink of a new color bonanza.

With an overall importance being placed on color styling for thousands of products from cars to carpets . . . the tremendous impetus of color television, increased color schedules in magazines, and mounting R.O.P. color pages in newspapers are making the nation more color-conscious than ever before. The force of color as a powerful selling tool is proving to advertisers every day that one of the surest ways to reach the sales pot of gold is to follow the rainbow . . . now available in all media.

The most talked about mass media cultivating new color interest is, of course, color television. While black and white TV will probably shave a lot more peaches before color set prices are shaved within reach of mass acceptance, color television's rapid progress has already touched off more color advertising activity on all fronts.

The opening of NBC's mammoth west coast Color City studios in March is only the latest of many developments making all media aware of the color impact and influence TV will soon be generating in hundreds of markets. Next fall, for example, an advertiser will be able to buy into an NBC-TV color "spectacular" on a one-time basis for just about the same cost as a double truck spread in mass circulation magazines. With 95 NBC affiliates now capable of transmitting some 60 hours of colorcasting a month, NBC (as well as the other colorcasting networks) will greatly expand color operations come fall. The total industry count shows there are 169 stations equipped to transmit color TV to areas accounting for almost 77% of the homes and nearly 92% of all TV sets.

Leading Madison Avenue observers have filled the trade press lately with opinions on how television's color impact on hundreds of markets will affect other advertising. Thinking seems to be that the color stimulus will spread throughout printed media as well. Only the highest budgeted advertisers can stand the staggering cost of presenting a dynamic, but one-time message via color TV. Many experts anticipate competitors with lesser budgets will turn to increased use of color in longer-lasting printed media to keep pace with widespread color influence . . . and so on down the line, creating a chain reaction of more color advertising.

Markets conditioned by increased color selling will have a definite effect on the graphic arts industry . . . and

direct mail. As one barometer, Harris-Seybold Company, 4510 E. 71st St., Cleveland 5, Ohio, reports that there is already an increasing trend toward multicolor printing. During the past few months they've filled unusual demands for more than \$2 million worth of color presses (see photo on page 25) and have geared their production schedule to steadily rising color press demands. Harris-Seybold chairman and president George S. Dively sums up the graphic arts business outlook with these words:

*"We cannot fail to stress the continuing trend toward increased use of multicolor printing. Color television should begin to make itself felt noticeably during the year, strengthening the demand for color advertising even further. Predictions of several years ago that TV would benefit rather than detract from graphic arts are being borne out. Collateral material for requirements of this new media has actually bolstered demand for permanent, visual-communications offered by printing."*

Now is the time to put more color into your direct mail.

Colorwise, direct mail can take advantage of an almost endless selection of different colors which can be used in countless flexible formats. The Champion Paper and Fibre Company, Hamilton, Ohio, reports there are now 609 different colored paper dyes available to the papermaking industry. One look at the tremendous output of colored paper sample books, and ink swatch guides, will show you direct mail color varieties are unlimited. Investigate as many as you can for new and unusual color combinations.

## The Importance Of Color

Paper manufacturers know the big role color plays in direct mail influence. Their colored stocks are the result of intensive surveys made by leading color experts who measure human reactions to thousands of different colors. For example, the colors for Appleton Coated Paper Company's new line of Woodbine Enamel are based on a survey made by Faber Birren, one of the nation's leading color authorities and president of American Color Trends of New York. He tested hundreds of colors for Appleton, styling 13 shades for Woodbine Enamel which proved to have the best market acceptance. You can get details and samples by writing to Appleton at Appleton, Wisconsin.

Envelope manufacturers, too, are

constantly selling the advantages of color on envelopes as one of direct mail's prime selling advantages. Tests have repeatedly shown that the right use of color on envelopes—whether it's printed, the stock itself, or a combination of both, can boost a mailing's effectiveness.

But the color *has to be right*. Color splashed recklessly just for the sake of color can do more harm than none at all. Consider for a moment this short case history reprinted from the Short Notes Department in the October, 1954 *Reporter*:

**TEST ON ENVELOPES:** The TB and Health Society of Wayne County, Detroit, Mich., conducted an envelope test on its third follow-up to people who had not donated for their 1953 Christmas seals.

On a 50,000 mailing, half were enclosed in a regular, window permit paid envelope with only a plain corner card. Half were mailed with red teaser copy under corner card. In a boxed border was this wording: "The enclosed message is routine, important, urgent." The "urgent" was check marked.

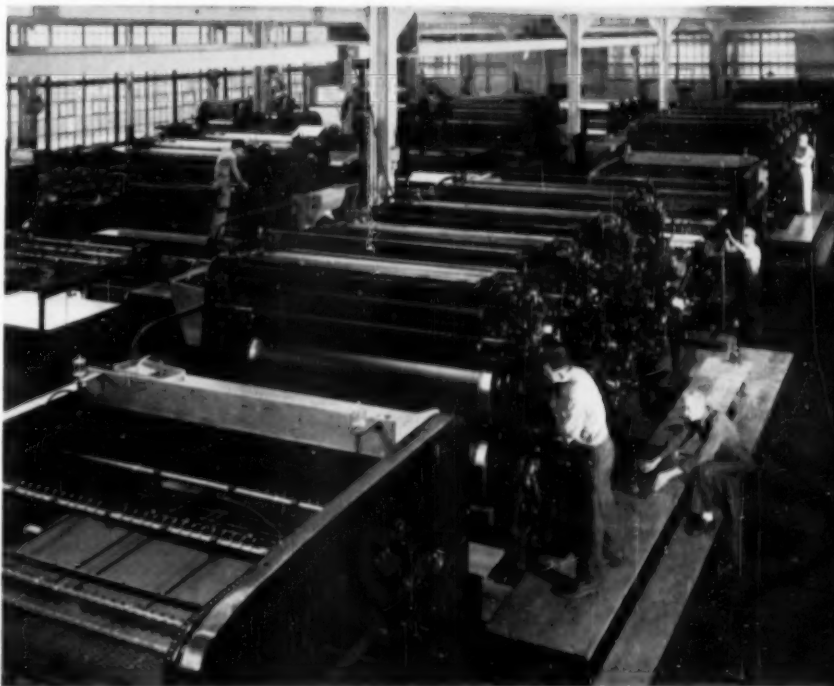
Frederick Zimmerman, of the Cupples-Hesse Corporation of Michigan, passed along these results: The envelope bearing the red teaser copy produced 29% more returns than the plain envelope and \$2.5% more dollars . . . with a larger average contribution from the teaser copy envelope.

The important point here is that the teaser copy itself was responsible for the test's success. The red was used sparingly . . . just enough to draw attention to the teaser box under the corner card. A solid red envelope—without the teaser copy—might not have fared as well as the plain envelope. Remember that color itself is not as important as *how it is used*.

### Some Good Color Studies

Realizing the complexities involved in the proper use of color on envelopes, several envelope manufacturers have shed a lot of light on the subject by devoting issues of their house magazines to color studies. One of the most popular was the fall, 1954, issue of *Envelope Economies*, published by Tension Envelope Corporation, 19th and Campbell Sts., Kansas City 8, Missouri. It was the first issue of the popular magazine published in full color . . . containing a study on the "Influence of Color" by color analyst Suzanne Caygill.

Miss Caygill analyzed Spring, Summer, Fall and Winter type personalities who react to different color shades. Full color photos typify the "seasonal" colors . . . and under them, Miss Caygill recommends colors to use in



The trend to four-color presses is rapidly increasing, according to Harris-Seybold Co., where this photo of almost \$2 million worth of offset presses under construction was made recently. The company reports that hypoco color demands have stepped up production at their Harris Division plant in Cleveland, Ohio, which is receiving accelerated orders for four-color Harris presses with larger sheet sizes. The 52"x76" color presses above show only 20% of the company's total press erection space . . . all of which is in high-gear production to meet the big demand for color printing.

One of the best of many recent color studies was published in *Envelope Economies*, popular house magazine of the Tension Envelope Corp., Kansas City, Mo. In a feature issue devoted entirely to the subject, expert Suzanne Caygill gave a detailed analysis on the "Influence of Color." The chart below, reprinted from the *Envelope Economies* feature issue, summarizes some of her advice in relationship to business and advertising approach.

**CHART OF COLOR AND TYPE RELATIONSHIP FOR ADVERTISING**

Type of Business	Approach	Color	Typewriter	Effect
Specialties Gadgets	Novelty	Bright, gay, decorative, triadic	All	Gain possession
Machinery and Equipment	Technical	Strong, bright, deci- sive, one-color accent	IBM Roman Book L. C. Smith Large Book Type	Accuracy Appeal mechanical mind
High Fashion	Elegant	Low valued neutral or Analogous harmony	L. C. Smith & Corona Script-46-10 Pitch IBM Elite Back Slant IBM Elite Special Spacing	Finesse Stimulate Ornamentation
Religious Medicinal Academic	Literary	Restrained grey, blue, black, white	IBM Executive Heritage IBM Cloister Pica	Will to learn or test Authority
Banking and Trust Insurance	Proposal Indirect Suggestive Selling	Grey, grey-blue, monochromatic	L. C. Smith & Corona Elite Gothic Type 16E-12 Pitch	Dependence or Independence
Supplies Drugs Cosmetics	Functional	Vital, Intense Color- split complements; Strong pull	Pica (Underwood) 41-10 Pitch	Sense of rightness Fitness of thing
Food Stuffs	Physical	Clear, light, true to value; no brown	Large Elite 44-10 Pitch	Stimulate appetite Emotion of nourishment
Industrial and Utility	Advancement	Black and white Blue and white Grey and red No confusion	IBM Executive Copper Plate Gothic	To create better living conditions
Advertising	Promotional	All	L. C. Smith Basic Writing 67-5 Pitch Large Roman Gothic	Dramatize and Emphasize

## Now...telephones to match your decorative scheme...

**8 new colors**  
to brighten your home

**new conveniences**  
for Bell telephone users



See how all these new Bell telephones in different colors and styles can brighten your home. They are now available in 8 new colors to match your decorative scheme. For more information on these new Bell telephones, contact your local Bell telephone office.

ALL NEW CONVENIENCES now being made by Western Electric. Manufacturing unit of the Bell System. Please call to see how these new conveniences can help you. Bell telephone service often shows important changes and innovations.

**Western Electric**

This full color, double page spread in leading shelter magazines is only one example how millions of homemakers are being sold the modern concept of color in the home.

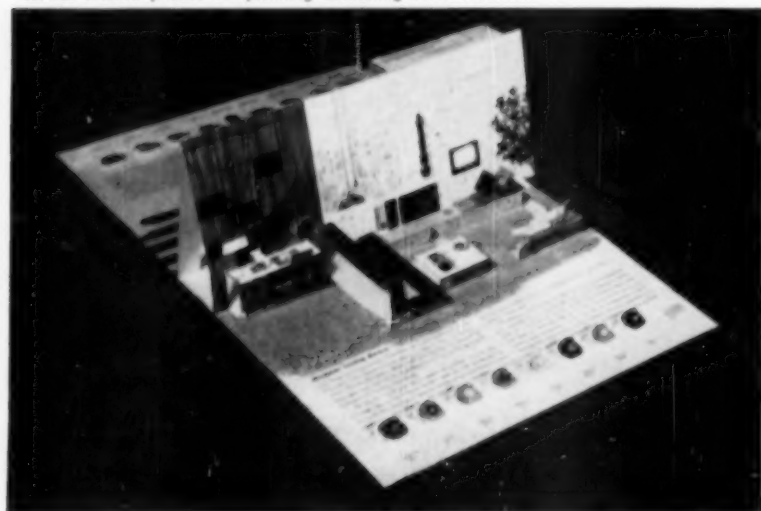
advertising to sell each type of personality. Her analysis was the result of questioning 20,000 persons who provided her with detailed information on their color reactions. The chart on page 25, reprinted from the *Envelope Economics* issue, summarizes some of her advice in relationship to business and advertising approach.

Another envelope house magazine spotlighting color in recent months was the mid-winter special issue of *The Postmark*, published by the Garden City Envelope Company, 3001 N. Rockwell St., Chicago 18, Illinois. It contained some good ideas for

envelope color designs, with pages of the magazine printed on different colored stocks to show "Envelope Color Dynamics".

It also featured some excellent advice by color expert Louis Cheskin on the "Psychological Aspects of The Envelope". As director of the Color Research Institute of America, Cheskin has made numerous tests proving the advantages of using the right color on envelopes. Excerpts from his popular book, *Color For Profit*, are reprinted in *The Postmark* to point out how, through the use of effective color, envelopes can acquire psycho-

Michigan Bell Telephone Co., Detroit, used this dynamic, 6-color, pop-up folder to sell color in a "Fitting The Phone To Modern Living" promotion. The pop-up house featured miniature cut-out colored phones for planning decorating color schemes.



logical value . . . making them much more than mere containers. His advice is well worth following when it comes to direct mail color planning.

### Color Sells Color

One of the best demonstrations of what is being done with color in advertising today is a big institutional campaign designed to sell . . . color. The campaign is focused on that indispensable home and business tool . . . the telephone. The impressive message is directed to millions of color-conscious home owners . . . telling them how they can add decor to their home color plans by installing new colored telephones made by Western Electric, manufacturing unit of the Bell System.

Just as direct mail envelopes today should be more than mere containers, the campaign shows that modern telephones should be more than mere black electronic fixtures. Full color, double-page ads in leading national magazines drive home the message by announcing: "Now . . . Telephones To Match Your Decorative Scheme. Eight New Colors To Brighten Your Home!"

These spreads back up extensive color telephone promotions created locally by regional Bell Telephone companies. One of the most outstanding among these is the Michigan Bell Telephone Company's "Fitting The Phone To Modern Living" promotion. Centered in the Detroit area, Michigan Bell staged a home decorating lecture series titled "Color Comes Calling", featuring New York home decorating consultant Mrs. Florence B. Terhune.

### A Spectacular Color Folder

To coincide with the emphasis on color design in the modern home, Michigan Bell sent out 25,000 spectacular folders to introduce the modern concept of colored telephones for functional home decoration. Produced in six colors by Castle Offset Printing Corporation, 421 Hudson St., New York 14, New York, the folder was a masterful job of showmanship . . . loaded with realism and action.

When the 9" x 11" folder was opened, it revealed two die cut, pop-up rooms . . . back to back. One was a modern living room, the other a modern kitchen . . . both die cut in three dimension. A variety of miniature colored telephones were also die cut into the folder with these instructions:

"The telephone Pop-Up House is designed for your decorating inspiration and to introduce you to all the intriguing new

colored telephones in various styles. To try each color for yourself just lift the little telephone cutouts with your fingernail. Then slip them one at a time into the slot in front of the present phone on the desk, or bend the tab to stand them in other locations. Also, why not take your Pop-Up House to other rooms where you need phones, to determine the best colors for your various schemes?

This is only one fine example of how color is being sold everywhere today. Never before has so much emphasis been placed on color to sell cars, cosmetics, fashions, food products, home appliances and countless other consumer products. As another good example, even the Post Office Department now realizes the importance of color as a sales stimulator. They're replacing the olive drab on mailboxes and trucks in many parts of the country with brilliant red, white and blue colors to catch the eyes of passing patrons . . . vividly reminding them of that letter they forgot to answer. To it, we can only add once again: *Now is the time to put more color into your direct mail.*

#### Investigate All Color Possibilities

Color is such a broad subject, requiring continuing study, that it is impossible to offer any concrete "how to do it" here. But by pointing out some of the vast new potentials of color in advertising's immediate future, we hope you will investigate every possibility for using more effective color in your direct mail. Color in print is no longer a "too expensive" element for moderately priced campaigns. There are a number of developments in the graphic arts industry which, costwise, have put more color well within reach of medium and small budgeted advertisers. It *can* be expensive, true; but there are many ways of using color effectively without having to pay a fortune for it.

There are, for instance, a number of firms in New York and throughout the country producing low cost, full color plates from transparencies.

The Douthitt Corp., Detroit, Mich., is one manufacturer who has developed a three color camera that eliminates costly hand-etching, hand correcting, making it possible to produce color plates at savings up to 80% of conventional processes.

Also investigate the full possibilities of full color postcards, both jumbo and regular size, which are amazingly inexpensive. There's also a number of good lithographers scattered around the country who specialize in gang-runs of full color press sheets. Delivery time takes longer; but the price and result of their work are worth plan-

ning your mailings far enough in advance . . . for color. And of course, there are many good books on color production which will tell you how to take full advantage of split fountain press runs, color by over-printing and many other economical color production methods.

One of the most complete new texts on how to obtain economical color reproduction is a 265-page, \$25.00 volume titled *Color By Overprinting*, now being published by The John C. Winston Publishing Company, 1010 Arch St., Philadelphia, Pa. When the book comes off the press this July, it will contain reams of advice from paper

these merely for the sake of glorifying your promotion with color. Unless the mailing piece itself has something definite to offer the recipient, a bevy of colors will add little to its effectiveness. Make sure your message contains a benefit for the recipient . . . then use color to help the busy reader absorb it.

The wrong use of color can only breed trouble for your mailing efforts. When it is used only to satisfy some desire or purpose of the sender, color can boomerang with bad effects. This is neatly illustrated in a timely item reported in the popular newsletter *Mailways*, published by The St. John



Scores of house magazines and other publications are focusing more and more attention on the importance of color. Special issues, features and pictures are spreading the word that more than ever before . . . **COLOR SELLS!**

and ink manufacturers, ad agencies, artists and printers who cooperated with author Donald E. Cooke to compile methods for obtaining many color effects from few press impressions. The book itself is being printed in twelve colors, with many illustrations and color charts demonstrating overprinted color combinations. You can get a free comprehensive 16-page prospectus on *Color By Overprinting* by writing to Winston's Trade Advertising Dept.

Ask your suppliers and printer about more color possibilities. Or write to *The Reporter*. We'll be glad to recommend sources.

#### Color Is Not A Substitute

A final word of caution before you reach for a layout pad and a box of pastel crayons: Remember that color can't take the place of a good list, good copy, design, production, and above all—*reader benefits* in your direct mail. You can't sacrifice any of

Associates, 75 West 45th St., New York 36, N.Y.:

One office down in Washington had a bright idea—and then almost brought the roof down over its head when the public found out what it was.

The Internal Revenue Department planned to put colored stripes on its new income tax forms. Since these will be in full view (it's a sort of self-mailing package this year) anyone who gets a peek at your mailbox knows roughly what tax bracket you're in. If they spot a yellow stripe, they know you're over \$10,000, and a red one means between five and ten.

We're interested, on your behalf, in this fiscal fiasco because there is a moral (however deeply hidden): simply that if you are going to dramatize a mailing piece you ought to have a reason that makes sense to the reader, not just to you, the sender.

The Revenue office added the colored stripes *only* to help the men and women who were enclosing the forms pick out the right ones. There was no benefit to the recipient (never is on this mailing, anyway!).

Yes . . . now is the time to put more color into your direct mail. But make sure you put *reader benefits* in it first.



**A. Donald Brice,**  
Vice Pres. and Pub. Rel.  
Dir. of Dictaphone  
Corp., gives some  
sound advice on:

## HOW TO SELL MANAGEMENT ON THE USE OF DIRECT MAIL

*At Direct Mail Day in New York on April 19th, an experienced ad manager, gave six important rules for selling management on direct mail. They're well worth following.*

"How to sell management on the importance of direct mail" disturbs me a bit. It suggests a sort of dividing line or opposition between management and direct mail experts. That shouldn't exist any more than a dividing line or opposition between management and labor — and for the same reason.

We're all in the same boat; and unless we realize it, we might as well heave-to and be content with no progress at all. We all want to make the boat move — and direct mail is one of the sails we can use most effectively to pull away from our competitors.

I can think of only one airtight answer to this subject. To sell management on the importance of direct mail:

*First: sell yourself.*

*Second: hurry and become the top executive officer of your company.*

If No. 2 doesn't come easily or at once . . . don't brood. Arm yourself with understanding — and a conviction.

What is "Management" trying to do? Wherever management is worth the title, it is trying to *build a business and earn a profit*. To do that (after making the best product or rendering the best service it can) it must get its idea across to its prospects. And that can be done only by *effective communication at a price one can afford*. If there's any one rule that can help in selling Management on Direct Mail, it might be this:

**Think about any and every direct mail project from the management point of view.**

I'm not suggesting you try to think exactly like your own management

. . . or use your personal knowledge of your superiors to give them what you know they will like. If *you* had final authority and full responsibility, would *you* buy what you are trying to sell to your management? I think that all of us who have been in this field for some time can recall one situation in which we probably would not have bought what we tried to sell, or actually succeeded in selling.

Before you can convince anyone — much less any good management — about direct mail, you've got to be absolutely clear in your own mind about *what you want to do* . . . and to whom. When you do that you are performing a basic management function — and it will be — understood.

Be enthusiastic about your ideas and plans . . . but think them through very carefully before you show your enthusiasm. Once you've done that (if you know your business as well as your job) your management will find it reasonably easy to agree with you on *objectives*. Then, if you're as lucky as I have been most of the time, your associates (which now becomes a better word than management) will be big enough to agree that you probably know a little bit more than they do about *how* to do what to whom.

You probably wouldn't be in your job and responsible for direct mail unless you have already convinced your management of your professional craftsmanship. But I don't think that's quite enough. I'm afraid you won't get very much farther, and you may not even stay very much longer, unless you convince your management that you're not *purely* a professional specialist in the field of *direct mail*. You have got to convince them that you are a pretty well rounded businessman in their business and yours. You've got to convince them that you know what has to be done — not

simply that you have a fertile mind . . . that you can often come up with interesting and unusual words and pictures on paper . . . that you can occasionally devise a tricky or gimmick type of mailing.

In order to convince management you know *what has to be done* as far as direct mail is concerned, it would be well for you to follow these five rules:

### RULE ONE:

**Make sure management knows what you expect direct mail to do.**

Remember that it's easy to have great expectations. One campaign we ran a few years ago was beautifully conceived and produced. In the whole series of letters there wasn't a single reply card. That took a bit of selling.

Everyone liked the campaign itself. What I had to sell was what we were trying to do: A gradual, low-pressure conditioning job on some of our top executive prospects. We were trying to make a particular kind of impression on some particular people who are hard to see. I was convinced this campaign would do just that. Others shared my conviction but not all. Some still don't. At any rate, we had something more than intuition or conviction to show the Doubting Thomases . . . because we were already following . . .

### RULE TWO:

**Keep the best records you can.**

The only trouble with this is that you've got to show the bad with the good.

Our Research Department regularly checks sales made within a six month

Reporter's Note: A. Donald Brice has had a long, successful career in advertising and direct mail. He was formerly with Time, Inc., The New York Sun, Young & Rubicam, Inc., and Uncle Sam's Navy (as a PT boat commander) before he joined Dictaphone in 1946.

period to prospects who have received various direct mail campaigns from us.

In the campaign mentioned under Rule One above, sales amounted to four and a half times its total cost. Maybe that's not impressive . . . or maybe it is. The important thing is that we could point to this tangible result (without taking full credit for it, of course) from a so-called *conditioning* campaign.

With a small number, the conditioning paid off reasonably fast. I believe it has paid off since then with a great many more.

Similarly with a later campaign that was also a conditioning kind of job. It was based on some quotes from *Alice Through the Looking Glass*. It set no record in percentage of returns . . . but again the traceable business was substantial. We still hear once and awhile of new customers who mention these letters. Even a few of our salesmen mention them. And that brings up . . .

#### RULE THREE:

**Sell the rest of your organization  
— especially your sales force.**

Any alert management is always tuned in on the sound of salesmen. And when the sounds salesmen make have the dull vibrations of apathy, the maestro — management — is very likely to break some batons . . . over *your* head!

The trouble may very well be not with the direct mail but with how inadequately it is explained and sold to the salesmen. It isn't always enough to sell management. Salesmen are very much like line officers in the Army or Navy. They wonder how the devil the staff could ever be so stupid. Sometimes they're quite right. But generally, the problem is just one of basic two-way communication. Don't ever forget it . . . unless you want to forget the feeling of springtime and smooth sailing.

Not long ago we set up a somewhat unusual program of direct mail for the personal use of our salesmen. We tried to make the work required of them as slight as possible. But almost any paper work is worse than a cut in commission to the average salesman. I can't think of any solution to this problem, except to keep everlastingly at the job of convincing salesmen that the slight work such direct mail requires of them is almost as good as money in the bank.

There are quite a few salesmen



## Three new "How" books of special interest to Direct Mail Advertisers

Carrying on its tradition of supplying helpful, service-type booklets to envelope users, U.S.E. announces the publication of three pieces of printed matter which should be of special interest to those concerned with the production and use of direct mail advertising. Each is pictured above and briefly described below. Ask your envelope supplier, or write to Advertising Department, United States Envelope Co., Springfield 2, Mass.

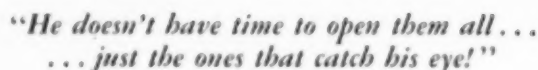
1. 16-page folder "How to Increase the Effectiveness of Direct Mail with Envelopes" features styles of envelopes and printing devices which have been found effective in direct mail advertising.
2. 8-page folder "How To Select Envelopes That Speed Up Inserting Machine Operations" designed to minimize down time of inserting machines through fore-knowledge of best styles and sizes of envelopes to use.
3. 28-page booklet "Practical Digest of Postal Rates, Regulations, and Envelope Specifications" — a brand new approach to an understanding of P.L.&R. references affecting the ordering of printed envelopes for use in the mails.

**UNITED STATES ENVELOPE COMPANY**

SPRINGFIELD 2, MASSACHUSETTS

15 Divisions from Coast to Coast





TENSION ENVELOPE CORPORATION

DES MOINES 14, IOWA • 1912 Grand Avenue  
KANSAS CITY 8, MO. • 19th & Campbell Sts.  
FT. WORTH 12, TEXAS • 5900 East Rosedale

## THE REPORTER

Here's one experience proving why management must be sold on the importance of direct mail. The prospect was amused, indeed, when the star salesman said:

## "Read From The Folder, Billy!"

by **Hillary G. Bailey,**  
*Hillary Bailey & Associates,  
Atlanta, Georgia.*

One of the greatest (if not the greatest) life insurance companies in the world used my wife for a "guinea-pig" not long ago . . . and they got away with it. Once, anyway. The wife let it go with a big laugh . . . the insurance company poured money down the drain. It happened like this:

An experienced insurance salesman called with a fledgling. Of course, there is no better way to train than by doing; and if that training can be done under the supervision of a safe, sane and wise trainer, then a fledgling can learn rapidly, and most "guinea pig" customers will not care too much. Such a training method, however, is terribly expensive . . . and occasionally ludicrous almost beyond belief.

The fledgling was supposed to do the talking. The trainer was to prompt. The fledgling began:

"Mrs. Bailey, our records show that we have a policy on someone in your family."

"That's right."

"Has the beneficiary been changed?"

"Not to my knowledge; and it better not be without my knowledge!" (Meaning I had better not kickoff and leave my insurance to someone else).

This statement almost threw the fledgling. He had no answer. "Are the children provided for?" he finally stammered.

"There are no children."

This answer was not according to the book either, I suppose, because the fledgling simply sat and stared at my wife. No words came from his mouth.

The tension mounted until something had to be done. Finally, the experienced salesman came to what he thought was the rescue with an admonition to end all admonitions in

a selling experience. You might not believe it . . . but he said:

*"Read from the folder, Billy!"*

This is the truth, so help me! So Billy read from his folder, and my wife listened . . . patiently amused. When Billy ran out of words to read, and the tension mounted again, the experienced salesman tried to come to the rescue again by suggesting:

"Give Mrs. Bailey your card, Billy, so she can call you if she needs help sometime."

Billy winced and admitted:

"I don't have a card. I forgot my pocketbook this morning."

You may say this almost unbelievable experience is an exception. I doubt it. This great insurance company would not have laid itself liable to such humiliation if it could have helped it. Somewhere along the line something slipped. It may be that point-of-sale selling is more a lost art than we imagined. Or, maybe the habit of depending upon politicians in Washington to create abnormal situations demanding consumption without salesmanship has a stronger hold on dis-rational thinking than we have believed.

Be that as it may, *this insurance company still could have used a better selling approach . . . and a cheaper one.* It could have put the prospect or customer into a much more receptive frame of mind with direct mail. And also it *could have established a thought pattern which a fledgling could not have dynamited so easily.*

The point is: *direct mail is badly needed to pave the way for personal selling, if for no other purpose; and management must be sold to use it.*

Then the Billies can forget both their heads and their pocketbooks, and little harm will be done.

# 119 & 23

**Magic figures  
in mail order.**

The 23 represents the years we've been serving mailers.

119 is the number of different lists — all of them lists of cash mail order buyers—we have for mailers' use on a one time rental basis.

The total makes us easily the largest owner source in America for variety and number of these preferred lists of identified **cash** buyers by mail.

A Directory of Lists will be sent  
on request.

**BOOKBUYERS LISTS**

INCORPORATED

363 Broadway, New York 13, N. Y.

the Columbia  
original  
**ARISTOCRAT**  
style envelope

- can be printed inside and outside in one operation • can be embossed
- comes in special and unusual sizes and colors
- is ideal for machine handling



*Aristocrat*

RD-55

complete creative and printing service  
and quick delivery on envelopes of all  
sizes, shapes, colors, texture and styles

## Postage Meter Slug Idea Picks Up Momentum

After Al Spitzer of Cavanaugh Printing Co., St. Louis, Mo. started the ball rolling with his six rough sketches we reproduced in February (right), others have submitted their ideas for slogans to promote the entire direct mail industry. As we mentioned in the February issue, you don't have to be an artist to submit an idea. Many suggestions so far have included just the slogan, with no art treatment. That can be worked out later. The important thing now is to get as many slogans as possible so the best can be chosen to exemplify the overall benefits of direct mail. Here are some of the latest slogan ideas we've received:

- **Make Sales On The World's Busiest Corner**  
*(Fix an envelope with stamp corner (From: Leo P. Blatt, Jr., 64 E. Jackson Boulevard, Chicago))*
- **It Pays To Advertise By Mail**
- **When You Can't Do It — Mail Advertising Can**
- **It's Worth Your While To Do It in Style — With Mail Advertising**
- **It's Profit You Want & It's Profit You Get — With Mail Advertising**
- **With Mail Advertising — The Profit Works Both Ways**
- **No Matter What Way You Look At It — You Profit From Mail Advertising**
- **There's Nothing To It — When You Do It With Mail Advertising**  
*(From: Esther Rush, Creative Mailing Service, Inc., 420 N. Main St., Freeport, New York)*
- **Anything That Can Be Said — Can Be Said By MAIL**  
*(From: Eva M. Schroeder, 4436 West End Ave., Chicago 24, Ill.)*
- **Direct Mail For Direct Sales**  
*(From: Shepard Stigman, Foster D. Snell, Inc., 29 W. 15th St., New York 11, N.Y.)*

If you have any ideas for a circulating postage meter slug that will promote direct mail, get them off to us right away.

Pitney Bowes is eager to cooperate.

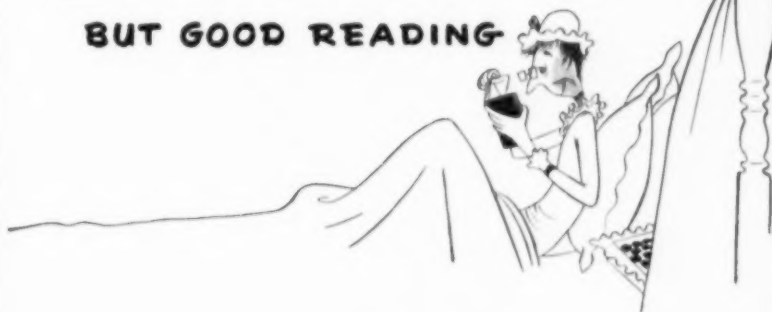
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[illegible]

W. E. Smith, sales promotion manager, reports they are giving careful consideration to working out ways and means of creating suitable postmark ad plates for various types of businesses. And along industry-wide lines, Mr. Smith says "If the direct mail fraternity can come up with some good suggestions, you can depend upon our cooperation . . . we ought to bring the value of direct mail to a lot of people as a result of these little messages on outgoing metered mail."

# SHOCKING

BUT GOOD READING



There's nothin' like color to stop 'em cold and get 'em reading. And there are no better colors (for stopping) than the wide range of attention-compelling hues in Eastern office duplicating machine papers. Pinks, blues, greens . . . a whole rainbow to choose from.

And whatever Eastern paper you choose, you're assured a paper that will run well, look well, have a quality feel . . . and, generally, make life easier and office duplicating work better.

Try it for whatever process you

use. There's an Eastern paper especially engineered to deliver top performance and clear, clean impressions.

Eastern makes the following seven papers for office work: Atlantic Duplicator, Atlantic Bond, Atlantic Mimeo Bond, Atlantic Opaque, Manifest Bond, Manifest Mimeo Bond and Manifest Duplicator.

For sample Sheets or Packets, ask your local Eastern paper merchant or write Eastern Corporation, Bangor, Maine.





# "Reed-able Copy"

*A Monthly Clinic Conducted by Orville Reed*

An irritated and mildly profane reader takes me to task. He writes:

*"Whyinhell do you beat your brains out on mail order copy? Do you think everybody's got a gadget to sell? Most of us need tips on copy to back up our salesmen — not to get orders."*

*"I've got eighteen salesmen supposed to call on six thousand companies. I know they can't get around to see them often enough. I think direct mail could fill the gap. Sometimes we use letters. Sometimes postcards. Sometimes we enclose cards prospects can use to send us an inquiry."*

*"We're the people who need professional help, but when we talk to an agency about it, they give us the cold shoulder. Most of them want to put our ads in the newspapers and trade magazines, but we figure there is too much lost circulation. We're the people you ought to be helping, because there are more of us than there are of gadget-sellers."*

*"If you use this letter or any part of it, don't mention my name. I don't want to be snowed under with mail from all the so-called experts who have a ready answer to my problem. But if you do use my letter, you'll be surprised what a flood of mail you'll get from people just like me who use direct mail to bring in inquiries, make calls more often than a salesman can get around to see prospects, and make expensive selling time more productive."*

(Name withheld as requested)

Want to get into the act, any of you readers? If my unnamed correspondent has a problem common to most of you readers, perhaps you have a solution you'd like to throw into the pot.

Some of you use monthly house organs — everything from a simple postcard to elaborate booklets, broadsides, brochures and news letters to do this

regular contacting job. Some of you use letters. How you use them, what you say in them, and whether or not they do the jobs you intend them to do might be of interest generally. We'll print any helpful advice, snatches of copy, plans or ideas you may have used to solve this problem of salesmen support.

## About Attention and Interest

Another reader of this department, who can be named — one Ted Crawford of Pittcraft, Inc., Pittsburg, Kansas — disagrees with the idea that attention and interest are the same thing (see Reed-able Copy, February, 1955 issue). Mr. Crawford writes:

*"Permit me, Mr. Reed, to question your comment: 'Attention and interest are the same thing.' You chance upon a stunning two page insert in Fortune that gets your attention. As your eyes scan the page you pick up the fact that the product is metallurgically controlled cast-iron. Does your interest quicken over the prospect?"*

*"You drive home at dusk and your attention is grabbed by a dogfight near your house. A second later you realize your own dog is not involved. Does your interest build up or pitch-off?"*

*"The point is: your attention is snared at high speed by thousands of things every day. But you — Orville Reed — portion out your interest. So do I. Quicker than a flash we ignore things that do not interest us, even though they snared our attention for a few seconds."*

*"This faces all advertisers. They must not only compete for attention, they must fish out some interest inherent in the reader and tie it up with the prospect, FAST. In doing this the copywriter is trying to find some*

*way of stabbing the reader's mind just deep enough to get him absorbing the story."*

*"So what. Attention and interest are separate in fact, because they are different steps in getting someone else to absorb your sales pitch. It is not safe to assume they are identical."*

You've got a point there, Mr. Crawford. A good point.

One of the glaring examples of *Attention Going Astray* occurs in the use of gadgets on letters. We get a lot of them in our mail. There is no doubt about the attention value of a gadget pinned to a letter, but unless there is something inherent in that attention-getter — something that has something definitely to do with the product or service the letter is selling — frequently the attention is dissipated.

What I am trying to say is — a picture of a nekked gal on a letter would certainly get attention, but whether it would help along the sale of "metallurgically controlled cast-iron" is doubtful.

## Your Letter Must Appeal to Two Reading Types

In a very broad sense, people are divided into two general classifications as far as advertising is concerned. First, is the fellow who reads on the run, takes a quick look at your piece and makes his decision about it on the spot. The second is the more leisurely reader who reads everything you have to say as long as you keep it interesting.

Every letter you write should be designed to appeal to both of these types.

You remember I told you here about my secretary subscribing to a magazine as a result of a letter she received.

# The Macey Collator

*... which automatically gathers printed sheets  
and mixed pieces of varying weights and sizes ...*

**now sold & serviced by  
Pitney-Bowes**

*Originators of the postage meter ... leading  
maker of mailing machines ... with offices  
in 94 cities in the U.S. and Canada*



*This 8 station model will  
gather up to 32,000 pieces  
an hour ... handles sheet sizes  
from 3" x 5" to 12" x 17" ... Also  
available in 4, 12 and 16 station  
models ... Can be equipped with  
automatic stacker, and wire stapler*

## Fast & efficient work saver—

Gathering or assembling by hand is slow and tedious, usually takes a lot of time, a lot of people, or both; disrupts office routine, diverts high salaried workers from their regular jobs.

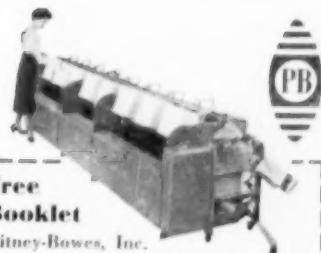
This new Macey Collator is highly efficient, easy to operate—can gather, stack and staple from 3,000 to 4,000 sets, or as many as 64,000 letter weight sheets an hour on the largest model.

It is wholly automatic, and extremely accurate. The top sheet is lifted by air, carried by suction to the conveyor tray. Each collated set is checked for thickness. A faulty set will cause a

stoppage, which is indicated by lights, and can be remedied in seconds.

This machine is worth its cost in convenience alone, and soon pays for itself in personnel problems avoided, time saved, and faster distribution and mailing. Hundreds of users find the Collator invaluable in assembling form letters, bulletins, price lists, catalogues, instruction manuals, etc.

The Macey Collator is now backed by Pitney-Bowes expert service from 259 locations. Call the nearest PB office for information, or send coupon for free booklet and case studies.



### Free Booklet

Pitney-Bowes, Inc.  
5701 Crosby St., Stamford, Conn.  
Send free booklet & case studies

Name \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

She didn't read the copy. All she read was "SIX MONTHS SPECIAL OFFER — \$1.00" printed in red across the letterhead. (See Read-able Copy, April issue).

That was a letter written to appeal to the two general types of readers mentioned above. The letter itself gave all the details, but as far as my secretary was concerned the one line did the selling job.

For the prospect who "reads on the run" your letter should have indented paragraphs, underlined sales ideas, and the main benefit of your proposition expressed in one short, simple sentence. Then the letter itself can elaborate on the benefit to convince those leisurely readers who take the time to read all the copy.

It is something to think about the next time you are faced with a blank sheet of paper and the problem of filling that blank sheet of paper with words that sell.

There is one other thing to remember — no matter how leisurely and thoroughly a prospect might read your copy, it won't do its job unless you keep it interesting, keep it moving, and prove to him that he'll benefit from buying what you are selling.

### Envelope Copy

I got a letter from John Yeck of Yeck & Yeck, Dayton, Ohio the other day. On the outside of the envelope was typed this inscription: "Put this on the *bottom* of the pile of mail so the rest are out of the way when you get to it."

More and more advertisers seem to be using the outside of envelopes for sales messages. Brooker Sales Service, Wichita, Kansas, makes use of envelope advertising space to encourage readers to open the envelope and read the message. And you are all familiar with *Reader's Digest* making such good use of a direct mail envelope by starting a story on the envelope and continuing it on the inside. Here's what Brooker Sales Service say on their envelope:

#### IDEAS TO CREATE SALES AND PROFITS

You are invited to apply this month for information about a professional sales promotion for your store. And here's a strange fact . . . although most merchants realize the necessity of such a program, of every 100 merchants who get this letter

52 will throw it away without reading

30 will read, then throw away

13 will put the inquiry aside but never mail it

5 will mail back the inquiry blank

If you are one of the five, you will receive the answers to today's difficult problem: "How am I going to get the business which is going to the LARGER CITIES, the CHAIN STORES or SOME OTHER OUT-LET competitive with me?" If you want the answers to this difficult problem you will be interested in this letter from

800 North Main  
Wichita, Kansas

### A Good Letter

"Here's the way to get things done by just talking about them. . ." is the lead used on a letter mailed by Thomas A. Edison, Inc. to create interest in a dictating machine.

This letter makes the letter heading itself a part of the sales story.

Here is shown one of the Edison Voicewriters with a hand removing the mouthpiece ready for dictation. Around the illustration are four thumbnail sketches showing application of the Voicewriter at the executive's desk, for the salesman in his automobile, for conferences, and one showing how compact it is — compact enough to be enclosed in a brief case.

This is an excellent letter. It holds out a benefit "Here's a way to get

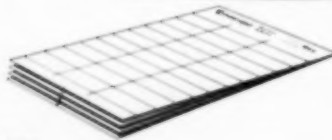


Spee-D-Ada  
says:

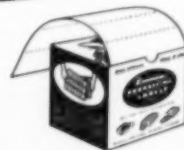
Here are **3** smart ways  
to speed up your mailings...use  
**Dennison Addressing Labels**



**1. IN SHEETS.** Most versatile kind of addressing label. Typewriter size sheets for typing and duplicating. Type 33 labels with one insertion in typewriter. Make carbons for multiple mailings. Lint-free; pod-free. 33 labels,  $2\frac{1}{16}$ " x  $1\frac{1}{16}$ ", per sheet.



**2. IN CARBON SETS.** Quick, clean, easy for typing multiple mailings. Four sheets of couponed label paper collated with one-time carbons. Labels stay lined up until snapped apart. 33 labels,  $2\frac{1}{16}$ " x  $1\frac{1}{16}$ ", per sheet; 132 to set.



**3. IN ROLLS.** Quickest, easiest for one-time mailings. Labels come in continuous strip for convenient typing and attaching. 1000 labels,  $3\frac{1}{8}$ " x  $1\frac{1}{8}$ ".

All with Dennison  
special formula gumming  
for tight adhesion

At your stationer's  
or write for the name  
of your nearest dealer.

**Dennison**  
FRAMINGHAM, MASSACHUSETTS

things done by just talking about them . . .". It gives facts the reader wants to know — "the VP captures your thoughts on disks — the world's most successful recording medium" — lets it be known the VP is a disk machine not a tape, wire, or blanket proposition. Further along the letter invites the reader to "test it free".

Finally, the letter makes it easier for the prospect to do something about the proposition. The last paragraph reads: "There is no obligation, of course. Just test it on your own work. If you agree that its savings and benefits can be of real value to you, the VP is yours for less than \$12 a month. By the way, this letter was dictated to my VP at 3 times the normal shorthand rate — a 200% saving of my time." (Then to get the secretary into the act, because she is an important person when it comes to buying dictating machines.) "My secretary copied the message just once — a 75% saving of her time."

This letter was well thought out. It doesn't brag. It deals in facts. It talks about things the prospect is interested in — time saving, getting work done fast, low cost, and the job is done in just three hundred words.

A word to my unnamed correspondent at the beginning of this month's Reed-able Copy: We do talk a lot about mail-order copy in this department. Because mail order copy, unlike so much letter copy used to get inquiries and keep contacts, deals in prospects "benefits".

The elements of profitable "get-the-order" copy are equally effective in letters written to get inquiries. The Edison letter is a fine example of a contacting letter that really sells.

### About You

What about the "you" approach in direct mail. It misleads a lot of copywriters. They figure if they write a sentence containing the word "you" in several places they've given that sentence the "you" approach.

We're reminded of a sentence concocted by Charlie Blagdon, erstwhile instructor in business letter writing at Michigan State College, to prove the point I'm trying to make:

"You should be ashamed that you forgot to send your check on the 14th as you promised."

In this 17 word sentence there are 3 you's and one your. But . . . ?

*Just listen to this!*

## CARR'S JUMBO FLASH CARDS!

are big 5" x 7" mailing cards - in 24 different multicolor border designs. We preprint in quantity to get amazing low cost. You imprint messages to get terrific impact. Write for FREE design catalog and samples.

**The CARR Organization**

1319 N. THIRD ST.

DEPT. RE

MILWAUKEE 12, WIS.



THE CARR ORGANIZATION  
1319 N. 3rd St., Dept. RE, Milwaukee 12, Wis.

SEND SAMPLE FLASH CARDS TO

Name \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City, State \_\_\_\_\_ Zip \_\_\_\_\_

*When you sell by mail  
here's a tip from the  
experts to profit by . . .*

Many of the country's most successful mailers (large and small) ask us for our list recommendations before making up their test schedules. They know from experience that we can help them obtain the most responsive lists for their direct mail offers.

This same service is yours FREE for the asking. Simply return the coupon below and we will send you complete details about the lists which we believe will bring you the best results.



PHONE

ORegion 7-4747

CHARTER MEMBER

National Council of  
Mailing List Brokers

### WILLA MADDERN, INC.

215 Fourth Avenue, New York 3, N. Y.

Please send us complete details about more responsive lists for our direct mail or mail order use.

Name \_\_\_\_\_

Company \_\_\_\_\_

Offer \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_

Zone \_\_\_\_\_

State \_\_\_\_\_

Greetings

on our

Ninth

Anniversary

**M. VICTOR**

ADDRESSING SERVICE  
SERVICE AND SUPPLIES

130 Flatbush Avenue  
Brooklyn 17, New York  
STerling 9-8003

### SALE INQUIRIES—HOW YOU CAN REAP MORE NOW BY DIRECT MAIL!

Use the proved HUMMEL SYSTEM! For direct mail copy that "talks" profitably, hire HUMMEL, the high man in direct mail advertising. Either inquire today, please . . . or send the date on what you sell. No obligation.

Write:

**THE HUMMEL SYSTEM**

P. O. Box 6311, Cleveland 1, Ohio

*Our business is*

### PHOTO RETOUCHING

to bring out the excellence of your product. Cross-section rendering, charts and line drawings for manuals, handbooks and parts catalogs. Use our economical "by mail" service!



photo retouching and advertising art

**Orin Pederson**

225 N. Wabash Ave., Chicago

# THREE EASY STEPS HOW NOT TO SELL YOUR MAIL ADVERTISING SERVICES

by Larry Brettner

*Cir. Prom. Mgr.,  
American Aviation Publications,  
Washington, D. C.*

I've been planning, creating and seeing that mail advertising reaches the right people (I hope) at the right time for quite a while. It began when I was slim waisted and narrow chested — but not minded.

Now, some 20 million mailing pieces later . . . and about a billion impressions later . . . with perhaps 80 million separate pieces stuffed into the 20 odd million addressed empty penny-savers . . . I want to get the 25 years of working with mail advertising services off my now barrel like chest and stoutish 36 or 38 inch waistline.

In this time everything, but everything, that could possibly happen to a user of mail advertising has happened to me. The same things . . . the same strange occurrences and events extraordinary have also happened to my associates — friends and acquaintances in direct mail. Let's try to see how you look through the eyes of several customers — typical prospects — who have bought in Washington during the past 3 years and 22 years in the New York area. Let's try to see what happens when you sell — if you sell — what might and does happen when you do not sell . . . and when you don't give a hoot, a holler and a hell not to sell at all. Let's look at three steps for how *not* to sell mail advertising services:

## Step No. One:

Step Number One in making absolutely sure you do not sell your services to present and potential mailers is **DO NOT** advertise your business — or do not advertise consistently.

This is a very simple thing to do. Don't bother telling anyone you are in business . . . care to do business, or want to do business. Or if you decide to "do a little advertising" when things become slack for a week . . . take a "flyer." Try that once a

year, and only *once*. Then if your inconsistent advertising program lays an egg — blame it on the fact that "aw — this direct mail advertising doesn't work for me" and drop advertising.

Maybe you are muttering to yourself that I'm crazy. Maybe you are thinking "Sure I advertise . . . It was only a few months ago when we sent out . . . or was it a year ago?"

Let's face it. I was in your business once too. I still don't know the reasons why you don't want to advertise *consistently* — even though you are in the business creating, producing and mailing direct mail advertising. Well, why not make a consistent business of it? Do you expect business to keep on pouring in as usual so you can turn it away at your doors and take that trip to Florida and live the life of a man without too many taxes to pay?

I spent an evening with my swipe file recently. Oh yes, we mail advertisers have to swipe ideas occasionally. The idea was to see, in an accumulation of about 10 years of pieces received in the mails, exactly how many

direct mail advertising services solicited business from the companies I worked for and work for at this time. Let's examine these for a moment and see what we have:

- A typing service in New York writes a nice letter to us here in Washington. They enclosed two reply cards. I filled one in asking about the typing service and having their representative phone us. I'm still waiting.
- Another shop wants us to personalize our mailings and doesn't mention prices.
- Still another informs us from New York City that they do creative direct mail, lists and addressing. They write and say "give us a try on just one job." They mention that 80 typists "stand ready to fill your needs — promptly and intelligently." I hope the typists are too tired standing by now because they are not as near as the phone on my desk as the letter points out.

*But there are some notable exceptions:*

- Here's a letter from Jerry Albert. The guy is trying and if he were down here I'd phone him about his organization.
- Now here's Walter Quinn's clever card campaign which proves what can be done on a small advertising budget . . . if you have any degree of originality.
- Another exception to the rule is General Office Service Company. Evidently these Meyer boys are sold on their own services and on mail advertising. Take a hard look at the job they are doing and are continuing to do.
- Haines Dennis says he goes after his field by card advertising and it works well. High returns and his copy works and that is the main thing.
- Here's Edgewood Office Services with a wonderful direct mail series that has been most effective for them. However, we never received any of these pieces . . . Did something go awry in the research and list work there?
- James Gray organization in New York are outstanding in their mail advertising

## Larry Brettner . . .

**Reporter's Note:** Larry Brettner is a familiar name to most Reporter readers. As circulation promotion manager of American Aviation Publications, 1025 Vermont Ave., N.W., Washington 5, D.C., he's graced our pages with a number of provocative direct mail articles over the years. Larry's last offerings in the Reporter were titled "Do You Suffer From Answering Apathy?" (Jan., '54) and "Does Your Direct Mail Suffer From Gimmickitis?" (Aug., '54). Like these and others, Larry's latest comments here pull no punches . . . by telling lettershops exactly how the customer reacts to some of their selling (and non-selling) methods. "How Not To Sell Your Mail Advertising Services" was originally a speech Larry delivered to M.A.S.A.'s Washington and Baltimore chapters meeting last month. Larry swears they "took it very well and agreed on most of the points."



program. They boosted themselves up the ladder by mail advertising since their founding in 1919. They call themselves Lettercraftsmen, Lithographers and Printers with fine French-fold pieces that are part of a long monthly series on the history of mail advertising and mail communications.

What about the rest of you people? Do you portion out a part of your gross revenue to build for the future? Even a few dollars a month is better than nothing. I've checked with other direct mail advertising people here in the Nation's Capitol. I've checked with others who work on circulation promotion mail advertising in publishing — with associations too. What is the substance and sum of these mailers' opinion? They say "Oh, those shops don't advertise. We have to ADVERTISE TO THEM!"

That's how you look to us from our end of the operation. Tough to take? Maybe there's a lot of truth in the statement, as far as we creators and users of your services go . . . in this, and I'll bet other areas.

The usual alibi is: "I haven't time!" That's no excuse for any business, large or small. The small business can use postcards to announce the simple fact that they are there. Saul of Tarsus, many centuries ago (later known as St. Paul) couldn't afford a private secretary or scribe. He didn't have a budget at all. Yet he "advertised" in a sense to put his message across and to instruct by mail. He might well be termed the father of directed mail advertising for his letters to the Romans, Ephesians and many other groups. If St. Paul did this on practically nothing but parchment and guts . . . so can you.

#### Step No. Two:

Step No. Two in making sure you do not sell your services is to use the wrong sales methods and techniques when making calls to try to win the customer and influence a prospect.

It is very seldom that users of your services will let their hair down, especially in public, regarding an opinion of mail ad services. These opinions are not only my own, but a composite of: a New York mailer sending out about 1,000,000 pieces a year . . . two D.C. publishing mailers who send out a half million a year each . . . and a nearby Maryland mailer who has mailed a half million pieces since last October. To balance things out, I spoke to a promotion man connected with a company mailing 50,000 pieces a year. We have divided the errors in sales techniques into about 8 basic

## your catalogs produced for as little as

**7 1/2 ¢**  
each\*



including a complete  
package of design,  
art and printing

Here is a complete catalog service tailored to save you time and money. Your catalogs will be produced economically under the direction of skilled catalog specialists without curtailing quality or effectiveness. Clients in distant cities have been served to complete satisfaction.

See how you can obtain your very next catalog at considerable savings . . . in one package, through one source, at one low price. Send for complete details today.

\* based on 50,000  
16-page 8 1/2" x 11" black  
and white catalogs

**send in  
on your  
letterhead**

Today

**catalog development division**

**W. T. Sorensen and Associates, Inc.**  
Suite 1100  
220 S. State St. Chicago 4, Ill.  
WA bash 2-9346

Without obligation, please rush me full information, including prices, on your complete catalog service.

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ Zone \_\_\_\_\_ State \_\_\_\_\_

types. If you use these methods you are certain of not selling your services:

**Type 1:** This type is known as "I'll Crash-In-Totally-Cold" or better known to us as the "Deep Freeze."

Just some weeks ago a mail advertising salesman, who happened to do some printing, walked in to American Aviation and asked for me. Where he had heard about us, he couldn't remember . . . it might have been a local type house . . . but he was not sure.

"Mr. Brettner," this man said, "I'm from Whoozies and Whoozies. We have been in business in Washington for the past eighty umpteen years."

"That is very nice," I said, asking him to sit down and expecting next to see a

picture of his plant taken in 1911 showing a smoking chimney and the president's smiling face and fowls.

At this point the salesman looked hopelessly around, evidently thinking I would order something that he hadn't mentioned.

"Er," he erred. "Have you heard of us?"

"No," I said charitably and with a smile.

"Who are you?"

"You HAVEN'T HEARD of us?"

"No," I said.

"Why?" He asked.

"Why?" I asked.

"Yes, why?" He asked.

"Well, no one from your company has ever called here before. I believe that we also never received any of your advertising."

"Oh," the salesman said, "That is quite right, sir. We have seldom advertised in our umpteen year history. Our advertising

has been mostly (hyphen) word (hyphen) of (hyphen) mouth."

"That," I said, "Is just dandy (exclamation point)!" Then we both sat there.

"Well I am here, sir," the man continued . . . then paused. "Say, what do you people do here anyway?"

I was used to this question . . . from mail advertising services, printers, envelope people, all sorts of graphic arts folks and suppliers who never bothered to find out what American Aviation Publications was and did.

The salesman was then handed a booklet telling him about our publications. I pointed to a big sign on our door which indicated we "published."

**MORAL:** Try to find out something about the guy you're calling on . . . and his business!

## HERE'S HOW *Scriptomatic* HELPS A PUBLISHER

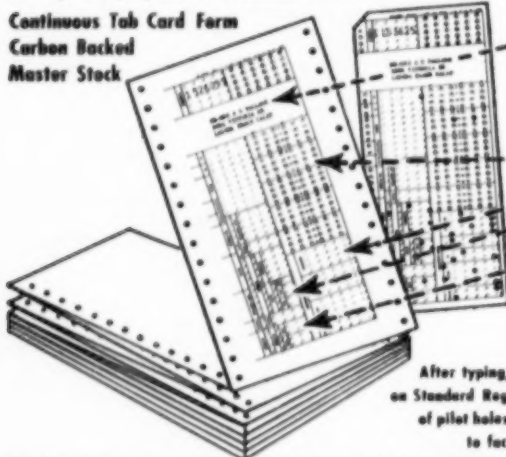
### *Scriptomatic* Can Help You, Too ... to Mechanize Billing Control on Customers

A Book-Club with several millions of customers is using the Scriptomatic system to prepare invoices and address promotional material. A Scriptomatic master card is prepared and punched to accommodate all information on club members. The Scriptomatic addresses a duplicate punched card from the master which serves as an invoice and an address to carry the book to the customer. When invoice card is returned with payment it is very quickly sorted into the same file order as master record because it has been originally prepunched from the master. Receipt of payment information is re-

corded on the master by file clerk using a hand punch. Pilot holes in master insure accuracy of punched record.

By combining a tabulating machine card with the Scriptomatic addressing medium you, too, can get the advantage of high speed selectivity of all types of statistical data, eliminate cross-files and second lists, and lower your costs for masters. Scriptomatic masters are prepared more rapidly with standard office equipment . . . and the Scriptomatic Addressing Machine gives you high speed addressing of a wide range of materials, including mailing tapes.

Continuous Tab Card Form  
Carbon Backed  
Master Stock



After typing, complete tab card masters are die cut on Standard Register Die Cutter. At same time a field of pilot holes is punched in the payment record area to facilitate use of hand punches at the file.

- Address Master—  
from which the Scriptomatic  
addresses a punched card  
invoice—only when due.
- Record of payments
- Member code
- Date of entry and expiration
- Interpreted information—  
account number, date,  
order number, etc.

Write for actual case studies and descriptive material. Discover now, at no obligation, if Scriptomatic can improve your specific procedures.

*Scriptomatic*

**SCRIPTOMATIC INC.**

300 North 11th Street, Philadelphia 7, Pa.

**Type 2:** This wrong sales method character is called "Two Tickets To."

He's quite harmless, really. The name "Two Tickets To" comes from the fact that such a sales type always carries two tickets to . . . the ball game . . . the hockey game . . . a football game . . . but never to the opera or the world series.

Honestly folks, a luncheon is good once in a while, or a dinner. That's fine. But some of us can manage to get our own tickets.

**Type 3:** Another sure fire method to clinch the sale is to be a "Price-Cutter" . . . beat the customer over the head with a lower price.

It always fails. I'll never forget the call (that word again) back in the Spring of 1946 when another key salesman for a Key New York mail advertising plant walked in and gave us this pitch:

"No Matter What You're Paying Now . . . We Give It To You For 20% Less!"

Yes, he'd give it to us . . . but not for 20%. That 20% still sticks in the memory. If we had given him part or all of our business . . . that plant would have given us the business on the 3rd or 4th job and mailing . . . as others told me later on.

We beg you — watch the price cutting when you do it.

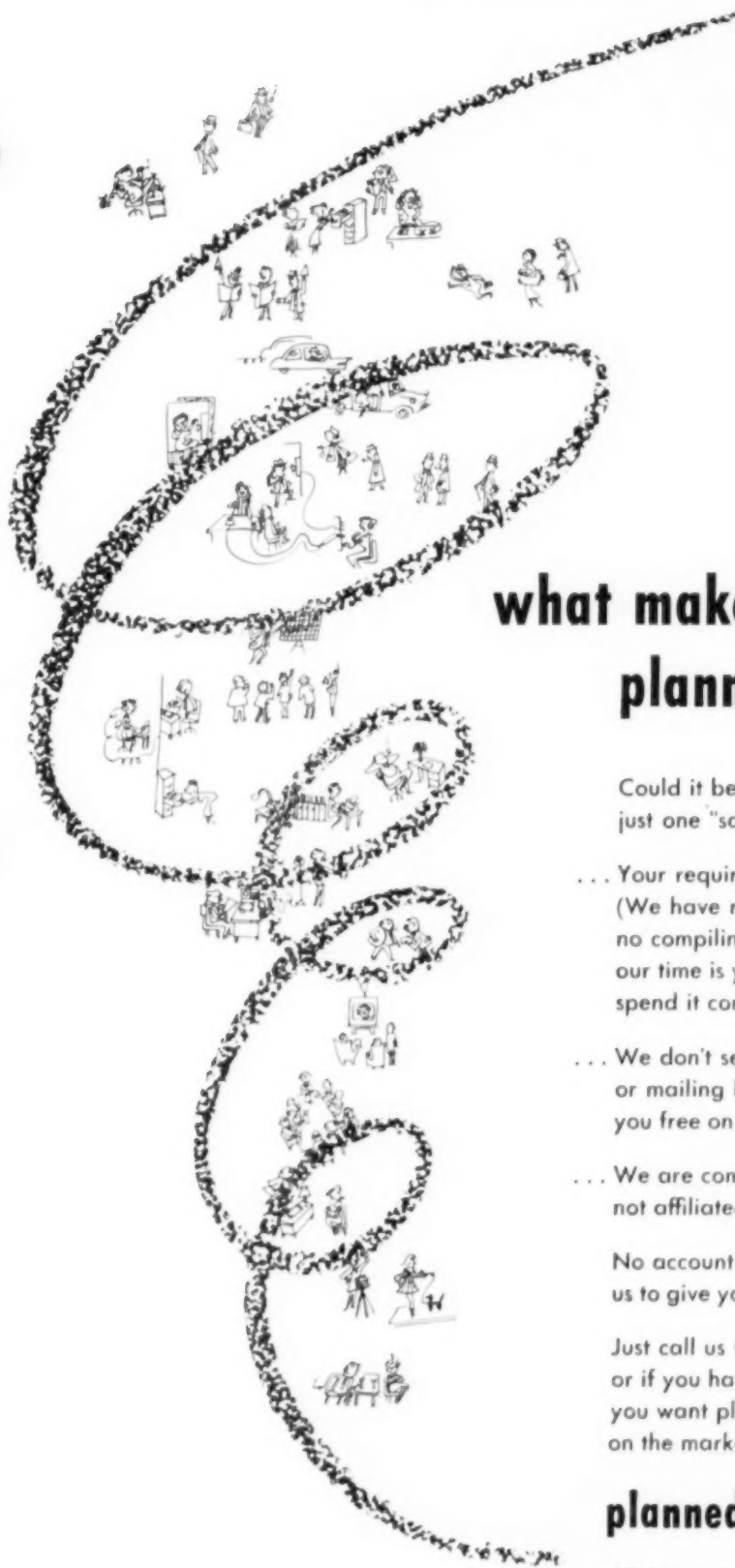
**Type 4:** The opposite of the "Price-Cutter" is the "TWB" man.

That means he charges what the "Traffic Will Bear". Use this technique and you won't add a dime to your business. The "TWB" boys get the customers for all they can and then run like mad and get other customers. Enough said about this odious type that makes mail ad services get a bad name.

**Type 5:** The fifth way of telling the customers to keep away from your door is to be a "How Could This Be?" type.

You can do this in all sorts of complicated ways. You are called to bid on a job with the possibility of getting the account and lots of steady business. You are asked what it costs to address x number of envelopes, stuff, sort and mail . . . and if you print, include figures as well.

To your utter dismay and horrors of horrors, you discover the customer is out shopping your friends. After a few days you phone your prospect and are told you are away out of line and that you are not only the highest man on the totem pole



## what makes planned circulation click?

Could it be we have  
just one "sacred cow"—our customers?

- ... Your requirements come first:  
(We have no company-owned lists . . .  
no compiling service)  
our time is your time—and we'll  
spend it combing the market for you!
- ... We don't sell list maintenance  
or mailing house services (but we can advise  
you free on various methods).
- ... We are completely independent—  
not affiliated with any company or organization.

No account is too small—or too large—for  
us to give you personalized service.

Just call us for screened lists . . .  
or if you have a good list  
you want placed  
on the market!

## planned circulation

19 West 44 Street  
New York 36, N. Y.  
Tel: MURray Hill 7-4158

# Personalities IN THE NEWS

**J. BLAINE HOWARD**, former DMAA board member and long-time convention goer, has been elected to chairman of the board of Curtis 1000, Inc., Hartford, Conn., envelope manufacturers. "J.B." started with Curtis in 1920 and was made advertising manager in 1924. He was then promoted to sales promotion manager . . . later being elected treasurer and a director of the company. In 1939 he became vice-president and general sales manager. **HARLAN M. WHITMAN**, former assistant general sales manager, will take over the post vacated by "J.B.". Congratulations to both on their new appointments.

**ORVILLE "BUS" REED** Howell, Mich., copywriter and *Reporter* columnist, sailed for England on the *Queen Mary* May 11th. Making the trip with his wife, Mary, Orville plans to include a speaking appearance before the British Direct Mail Advertising Assn. later this month. Bus burned the midnight oil before leaving . . . so "Reed-able Copy" will appear on schedule in the *Reporter* during his absence.

**JOHN VAN WAGONER** has joined the advertising department of Wolverine Tube, Div. of Calumet & Helca, Inc., Detroit. He was previously a Wolverine sales representative in Philadelphia.

**R. C. BEACH**, former sales training manager at Nash Motors Div., American Motors Corp., Detroit, has been appointed account executive for the Direct Mail Div. of R. L. Polk & Co., same city.

**W. T. CLAWSON**, former advertising manager of Miller Printing Machinery Co., Pittsburgh, will direct a new Marketing Dept. being established at Miller under a new sales plan and expansion program. **H. T. ECKARDT** is being recalled from the Texas territory to take over Mr. Clawson's former duties as advertising manager. And **J. K. KERR**, advertising manager of the Miller subsidiary, Kerotest Mfg. Co., will take over as sales promotion manager.

**BILL EWALD** of the Campbell-Ewald Co., Detroit Agency, is retiring under the provisions of the company's retirement plan which automatically retires all employees at age 65. Sometimes these plans are impractical because they remove from the scene an experienced brain which could be helpful to the younger people coming up. We doubt if Bill Ewald will allow himself to be put on the shelf. He is in good health and after his many years of activity with the Advertising Federation of America and the Direct Mail Advertising Assn. he should find a useful "retirement" future.

**REGINALD CLOUGH**, chairman of the DMAA Best-of-Industry judging committee in 1954, has given up his post as publisher of *Tide* magazine to join the *Reader's Digest* executive staff. He will be in charge of the *Digest's* sales development for advertising in the domestic edition.

**CHARLES L. HANCOCK**, formerly with Smith, Kline & French Laboratories, Philadelphia pharmaceutical firm, has joined Gray & Rogers, advertising and public relations agency, same city. Hancock has been a copywriter for many pharmaceutical products. He'll work in G&R's Contact Department.

**JERRY KEEFE** has joined the Autopoint Company, Div. of Cory Corp., Chicago, as sales promotion manager. Before joining Autopoint, Keefe was manager of radio station WFIL, Chicago, and a former partner in the agency Halas & Keefe where he originated company incentive plans, premium offers and sales contests.

**ALBERT F. DUVAL, JR.** has been elected vice-president in charge of sales for the United States Envelope Company, Springfield, Mass. He managed the San Francisco Div. office before moving to U.S.E. general offices in 1950. In 1953 he was appointed general sales manager.

**MARCIA COOLIDGE** who was with Names Unlimited, Inc., for many years, has embarked on a list service and brokerage business of her own. It will operate as The Coolidge Company, 6 E. 23rd St., New York 10, N.Y.

**EUGENE V. CONNETT** has been named to the newly created post of advertising director for the Carpet Institute, Inc., New York trade organization in the carpeting field. He was formerly an account executive for Olgyvy, Benson & Mather, Inc., and before that was with McCann-Erickson, Inc.

**GEORGE E. LEWIS** has been named executive secretary of the Association of Medical Advertising Agencies, New York. He's also vice-president of L. W. Frolich & Company, N.Y.

The book has closed for another old timer in direct mail. **D. STUART WEBB** died at his home in Baltimore on April 14th. He had been bothered with a heart condition for several years . . . but was nearly his old bustling self at the Boston MASA and DMAA conventions last fall . . . and feeling mighty proud of some new awards he won. An item showing how he felt about direct mail (one of the last pieces Stuart wrote for his h.m., *Passing Comments on the Direct Mail Scene* appeared in the April *Reporter* ("I Am Direct Mail", page 44). It came off the press just a few days before the bad news reached us.

**BERT OSBORNE**, long-time member of DMAA and MASA and proprietor of Syracuse Letter Co., 13w W. Onondaga St., Syracuse, N.Y., passed away on March 30th at the age of 72 in St. Petersburg, Fla. His son, Dave, will continue the prosperous business.

. . . but you are 5 miles out in space.

At this juncture in the conversation ask your prospect:

"How much was I out of line? *How could this be?* I don't understand. Oh dear . . . oh dear . . . may we re-estimate . . . aha I think I see a hundred dollar error somewhere . . ."

That will do it . . . and again you have scored in not doing business.

**Type 6:** *This type is the "Don't Bother Me" Guy . . . who doesn't want to be bothered after he has your account.*

One of my direct mail friends has given a certain service some business . . . after long solicitation of the account. My friend became somewhat impatient in wanting that first mailing of about 50,000 pieces to go out within a week and a half. So he phoned several times and was told "Don't bother us. Your job will go out on time."

It didn't. The service was lost, and is back begging for business.

**Type 7:** *After the "don't-bother-me" type, we mailers in this area have uncovered the "Lean-Over-Backward Type."*

It's easy to become one of these. Just casually inform the customer or prospect that you have enough business . . . then lean over backward on your chair and tell the client or prospect that if he wants to do business with you, "Bring it around to US, boy — bring it around to us."

A variation of this guy is "Gee, feller, we'd like to do your work feller . . . but feller, we're swamped right now." Then: "I'm sorry, but I don't know of another shop that I could recommend, feller . . ."

The high and the mighty.

**Type 8:** *Now comes the method guaranteed to achieve business failure. Be the "Itty-Bitty-Buddy" type of guy.*

Be the one of the remaining types of salesmen that still keep their hats on and are very gay and informal. Knock 'em in the aisles and slay 'em with yesterday's joke. This "Itty-Bitty-Buddy Type" comes into the office, ignores everything and everyone but the boss — tells no one his particular business and resents having to tell who he is. He brushes past the secretary (though she can be a pretty important gal). He goes by the prospect's assistant without saying hello . . . goes up to the prospect with hat pushed slightly back on the head and says:

"HYA BOY! Glad to see ya. Anything I can getcher today?"

This will slay him and kill business at the same time. It's guaranteed. Ask any secretary . . . especially mine.

## Step No. Three:

The third and final step in not selling mail advertising services is a short and sweet device. *Simply do not deliver the service you promised.*

There was a handy check list recently mailed by the Sumart Press in town. It mentioned the excuses to use when not delivering service. The list was designed for printers and lithographers but is applicable to every service organization.

To succeed in not selling yourself

and your business just list these alibis on 3" x 5" white card and place them in a rotating rack. Use the list for the customer you have still managed to get despite the wrong sales methods and no consistent advertising. Here are a few:

**"THE BOY IS ON HIS WAY OVER":** This means that the delivery boy is on his way over to American Aviation Publications for a pickup — maybe. Sometimes the boy makes a pickup en route. This is a female pickup and has nothing to do with copy. Secondly — who among you uses boys these days? One mail ad service in town had a 70 year old man who delivered multigraph proofs in his motorcycle which had a side car . . . and I don't mean the drink.

**"THE DELIVERY IS ON THE TRUCK":** Of course it's on the truck. Where in hades else could it be? We had a beauty of an experience with this just a week ago. The particular company in mind phoned to tell us . . . after waiting for hours for a delivery . . . that "their truck was up in Silver Spring and they couldn't unload it because there was no dolly handy and the loading platform . . . wasn't ready." What did this have to do with our delivery — still on the truck . . . ?

There are a thousand alibis you can use from the "Printer delivered his job late" to "We have only 5 typists handy to do your work." If you print be sure to use the one with doubletalk: "Our 1250 just broke down. It may be replaced in the morning with a double head." Ah, there's the kind of doubletalk bound to please the customer. Or the: "We forgot to sort that last batch of envelopes and it held us up." At least we're getting to the truth in that one.

So after you might work and win a customer, try taking him for granted. Throw out his neat mailing schedules that give exact details as to what goes out with what and the exact dates of mailing. Forget the service you promised and you might soon be heading for the paradise of bankruptcy.

Well, that's it. Three steps for *not* selling mail advertising services: *Don't advertise. Do a poor public relations job. Don't bother how you sell, and don't follow through on what you promise.*

But in case you want some suggestions from the customer's viewpoint on *how to increase business* . . . you might consider these:

- *Analyze your own business. Figure out what you have to offer, in addition to price and service . . . that is different than any other service.*

- *Analyze your markets. Avoid putting your eggs in one basket. One*

MAY, 1955

# ORGANIZATION REPORT

*A Monthly Roundup On Meetings And Activities Of Direct Mail Clubs And Related Advertising Organizations From Coast To Coast.*

## MISSOURI

**Advertising & Sales Executives Club of Kansas City** . . . held a successful Direct Mail Day on April 25th at the K.C. Ad Club. Luncheon speaker was Lester Suhler, *Look* magazine subscription manager, who spoke on "How To Make Direct Mail Work For You". Afternoon was devoted to "Mail Call" sessions moderated by Les Suhler; George Bryant, George Bryant Last Co.; Jack Foster, Henry Field Seed & Nursery Co.; Henry Cowan and Marvin Barclay, Cowles Magazines; and Martin Baier and Robert Stone of National Research Bureau.

## NEW YORK

**Association of Advertising Men & Women** . . . wound up their 5th annual "Inside Advertising Week" on April 22. The week is devoted to showing top advertising seniors from colleges all over the country how bigtime advertising in New York operates. 48 students attended this year's Week . . . with 21 firms and organizations cooperating to make their stay in New York filled with advertising tours, lectures, luncheons and job-finding forums. One of the highlights was a visit to MASA's Direct Mail Day in New York (see page 46 for full report).

**American Association of Advertising Agencies** . . . is planning the first International Meeting of Advertising Agency Leaders ever to be held. Invitations will be extended to agency executives in more than forty countries throughout the world to attend events scheduled for April 23 to May 4, 1956. Meetings will be held in New York, Washington, White Sulphur Springs, West Virginia, and possibly other cities.

**Advertising Federation Of America** . . . will place importance on retailing in relation to advertising at their Golden Anniversary Convention, June 5-8 at the Palmer House, Chicago. Top department store and "discount house" speakers will give their viewpoints on retailing and distribution as they affect advertising. They will discuss supermarkets, suburban shopping centers, price maintenance, population shifts, income trends etc., and what they mean to national and local advertising. For full information on the 4-day program, write to AFA at 330 W. 42nd St., New York 36, N.Y.

**National Sales Executives Club** . . . is wrapping up details for its 20th Annual Convention to be held at the Waldorf-Astoria June 8, 9 and 10. Convention will be sparked by NSE's Sales Equipment Fair which will feature 72 exhibitors. Convention program is being timed so registrants (about 2500 expected) will have ample time to visit the Fair.

**Advertising Club of Buffalo** . . . sponsored a big Direct Mail Day on April 20th. Main speaker was Walter Gueninger whose topic was "How Wisely Employed Direct Mail Benefits Everybody." 200 listened to the Dun & Bradstreet d.m. expert.

## OHIO

**Printing Industry of Ohio** . . . held its 1955 meeting at Dayton's Van Cleve Hotel on May 7th. Featured speakers included Sen. Fred Danner, Danner Press; Roy Vincent, McBee Massman & Assoc.; P. B. Willis, Hugo Wagenseil & Assoc.; and C. O. Harris, National Cash Register Co. P.I.O. executive secretary Reid Vance also spoke on "Applying the Sales Tax to Printing."

## PENNSYLVANIA

**International Affiliation of Advertising & Sales Clubs** . . . held its annual convention in Erie on May 12-14. The 3-day session was devoted to "Merchandising the \$400 Billion Package" with sessions on motivation, direct mail, surveys, etc. Club representatives from Erie, Pa.; Jamestown, N.Y.; Buffalo, N.Y.; Olean, N.Y.; and Toronto and Hamilton, Canada, attended. L. G. Meyers was honorary chairman.

**Philadelphia Direct Mail Club** . . . learned "What Our College Advertising Courses are Teaching in the Use of Direct Mail" at their March 9th meeting. Speakers on the subject were Mr. William T. Kelley, assistant professor of marketing, Wharton School, University of Pennsylvania and Mr. Clifford J. Colbert, associate professor of marketing, Drexel Institute of Technology. PDMC members learned how Drexel ad students prepare a direct mail campaign, then follow it up with personal call on customers selected.

- Guest speaker at PDMC's April luncheon meeting was Mrs. Charlotte Montgomery, winner of "Advertising Woman of the Year" in 1954. A regular contributor to *Tide*, *Progressive Grocer* and *Nation's Business*, Charlotte gave a talk devoted to the woman's viewpoint about direct mail . . . telling how women react to various direct mail and mail order appeals.



### What \$1.00 will do for you

Would the opportunity to secure exclusive use of an exceptional type of publicity be worth something to you? Is it worth a dollar to investigate?

For twenty years we have been making "America's Finest Calendar." It has a record of results that put it in a class completely apart from other advertising calendars. When you see it you will understand the reason for its remarkable effectiveness.

Let us send you our patented TUCK-UP Calendar to inspect and appraise. We charge \$1.00 for the sample copy, in order to limit our samples to those who are seriously interested in obtaining a superior form of business building advertising. It costs us more than one dollar to place it on your desk. Should you decide, after examining it, that it does not suit your need, send it back and we will refund your money.

This is the calendar that business executives and professional men hang in their private offices — a fact repeatedly affirmed by present users. Delivered at Christmas, it is appreciated as an acceptable GIFT, to serve you as well as recipients throughout the entire year.

### SCHNEIDERREITH & SONS

Printing of Character since 1849  
202 S. Sharp St., Baltimore 1, Md.

### Want To Make Your Direct Mail Fund-Raising Appeals More Productive?



Then let me tell you how I have helped make other appeals more effective and how I could help you increase your direct mail percentage of returns and net dollar income.

**WILLIAM M. PROFF**  
27 Washington Pl., East Orange, N. J.

*New York shop I knew went bankrupt. They had all their business eggs in the publishing field and suffered slump year after year. They could have analyzed their market and sought other fields . . . diversified their accounts . . . to have summer slump slump away.*

• After your analysis of the market go out after it. Watch the expansion. I've seen too many of your companies milking off profits too heavily.

• Advertise consistently . . . even if it's a dollar a month. Then deliver the promise. Keep a sense of humor and take your job — your business seriously . . . but not yourself. There are too many self-pronounced experts — consultants — and guys who take themselves so seriously they think they are little Gods.

This media of mail advertising flows through your hands. If you stimulate its growth you grow . . . the media grows . . . and the economy grows. Take your business for granted and avoid boosting yourself . . . well, you'll know the result.

It's in your hands (as well as the other services that create — produce and mail direct mail advertising). Please be careful what you do with it.

### "NEW POSITION WANTED"

A letter carrier's routine can get pretty tedious . . . as it did not long ago for carrier Richard E. Welsh of the Rochester, N.Y., Post Office. Possessed with a sense of humor, and tired of his pavement pounding patrol, Mr. Welsh took it upon himself to run a three-line personal want ad in a Rochester newspaper. The mailman offered to trade his job with any "unhappy, poor li'l underpaid Congressman."

The newspaper seized upon the opportunity to balloon Mr. Welsh's whimsey into a page one editorial filled with publishers' propaganda, blasting Third Class mail.

Perhaps Mr. Welsh received no offers from underpaid Congressmen (are there any?); but he did receive an excellent answer from Clyde A. Everhardt, sales promotion manager of the Rochester Envelope Company, 72 Clarissa St., Rochester 14, N.Y.

## MAIL WITH CONFIDENCE!



### IN CHICAGO AND THE MIDWESTERN AREA

Yes, at Lemarge you can mail with confidence that your schedules will be met . . . that your job will be expedited and handled just the way you want it.

Folding . . . inserting (hand or machine) . . . sorting . . . addressing . . . premiums . . . all your work will be done with the most modern equipment available and under intelligent supervision.

For you, this adds up to SPEED . . . ECONOMY . . . QUALITY. Phone today or, better still, come down and inspect our facilities . . . for it seems that almost every time this happens, we add still another customer.



Write or phone for details!

**the LEMARGE company**

417 S. Jefferson Street  
Chicago 7, Illinois  
Phone: HArrison 7-1030

Clyde's answer makes sense:

Mr. Richard E. Welch  
594 Wellington Avenue  
Rochester 11, New York

I hope, Dick, that you will forgive the liberty I take in addressing you by your first name. It will make it easier for me to write this, and even though we are unacquainted, we are at least near neighbors (I live at 383 Wellington) and perhaps should get to know each other.

Your recent personal want ad in which you offered to trade your letter carrier's job for that of any unhappy poor h'l underpaid Congressman amused me greatly. It was a three-line masterpiece of irony and you did a superb job of making your point. On this I agree with you wholeheartedly. The fact that a man works for the people, I hold, is no justification for forcing him to live at a standard below the average of private enterprise.

But the observations credited to you in the news article on the front page did give me cause for reflection. And the more I think about it, the more convinced I am that words were "put in your mouth" and that you were, in a sense, victimized for propaganda purposes.

You will recall that the newspaper cited you as an authority on postal facts and figures . . . a walking encyclopedia of postal lore. This I don't doubt for a minute. But when the article goes on to say you ascribe the Post Office deficit mainly to third class "junk mail", I become convinced you have been misquoted. For no one familiar with Post Office operations would make such an

assertion, I am sure, were he allowed sufficient time to give a thoughtful answer. Disregarding all controversial points for a minute . . . the cost ascertainment system, patron mail, subsidies, etc. . . . we find that the Post Office Department itself would never claim that its chief deficit comes from third-class mail. One needs only study the "Financial Policy for the Post Office Department" published by the Department itself in March, 1954, to realize this.

The facts are these, based on 1953 figures: 727 million pounds of 3rd-Class mail were carried for a total revenue of 218 million dollars. In contrast, 2½ billion pounds of 2nd-Class mail were carried for a total revenue of only 58 million dollars. And this does not include the more than 75 million pounds of 2nd-Class mail which was delivered free in the county of publication!

What, then, does this actually mean? It becomes clear that revenue *per pound* was ten times greater from 3rd-Class mail than from 2nd-Class mail. The actual figures . . . to the nearest tenth of a cent . . . are 30.0c revenue per pound of 3rd-Class mail to 2.3c per pound of 2nd-Class mail. Furthermore, the Department itself acknowledges that its greatest deficit comes through handling 2nd-Class mail. It is not to be expected that newspapers would publicize this to any great extent. But we surely cannot condone their smearing the users of other classes of the mail.

You and I could spend hours discussing other aspects of the whole postal rate and wage system. Someday soon I hope you will drop in to "chin" about them. Maybe we can lick the whole problem all by ourselves!

At any rate, Dick, we wish you every success in your efforts to "trade" jobs . . . or at least income . . . with some particularly affluent Congressman.

Most sincerely,  
ROCHESTER ENVELOPE CO.  
(Signed)  
Clyde A. Everhart  
Sales Promotion Manager

And if Mr. Welch still has any doubts about his importance as a letter carrier, we'd like him to read a fine tribute from a recent issue of *The Curtis Courier*, h.m. of Curtis 1000 Inc., West Hartford, Conn., which is edited by Thomas Dreier. While Mr. Welsh might not get that job as Congressman, Tom's sincere words prove that the mailman is among the country's most important Ambassadors:

#### UNCLE SAM'S CONTACT MAN

The government contact man who gets the warmest welcome from citizens is the letter carrier. The *Postal Record* tells us that he must have many of the qualities of a superman.

Often times the letter carrier is also a sort of secret service man. He is asked to obtain information of a strictly confidential nature for several secret service departments.

The letter carrier must also be a mechanic and chauffeur, as all classes of mail are collected by motor vehicles and large parcel post packages and registered parcels are delivered by motor vehicles. He is used

## EMBOSS-A-TONE IS NEW!

Cupples-Hesse EMBOSS-A-TONE envelopes are sure-fire attention getters for direct mail. Not just embossed, not just solid color, but a beautiful combination of color and texture unlike anything you've seen.

Want samples? Mail the coupon today, to the Cupples-Hesse plant nearest to you.

**CUPPLES-HESSE CORP.**

3633 MICHIGAN AVE., DETROIT 16, MICH.  
1483 KEOSAUQUA WAY, DES MOINES 14, IOWA  
4175 N. KINGSHIGHWAY, ST. LOUIS 15, MO.

**Yes** ☒ send me EMBOSS-A-TONE envelope samples.

Name \_\_\_\_\_ Title \_\_\_\_\_

Firm Name & Address \_\_\_\_\_



as a collection agency in delivering COD parcels and unpaid mail, and is responsible for all moneys entrusted to his custody as well as for the mail and packages. He must be a sphinx in respect to knowledge acquired by him in the performance of his duties, imparting to no one under penalty for violation thereof, confidence received by him in his employment.

He must be a trained diplomat in handling all classes of people, the irate, the quarrelsome, the complaining and the "knockers." He is the buffer between the patron whose grievance is not redressable and the department, charged with responsibility for rectifying the complaint of the aggrieved. He must be honest, loyal, industrious and sober at all times, as well as neat and circumspect in his attire.

In summation, a letter carrier serves in a dedicated position. His job is one of great importance to all citizens of our country. He is truthfully Uncle Sam's contact man with the general public and, therefore, is often referred to as *Uncle Sam's Ambassador*.

## BIG DOIN'S IN NEW YORK

The first Direct Mail Week in New York, sponsored by the Direct Mail Advertising Assn., was held the week of April 18 to 22 at the Hotel Roosevelt. John Plank (vice president of Promotion Comics Division, Harvey Famous Name Comics, Inc., New York) was chairman of the overall DMAA Workshop Committee, under whose jurisdiction all individual workshop chairmen operated. Reactions to all meetings were highly enthusiastic and it was generally agreed that all sessions (run in "circles of information" fashion) were highly productive.

A more-than-capacity attendance of 173 persons on Monday at the first

Fund Raisers Workshop brought together persons with mutual problems for discussion and idea exchange. (About 40 last-minute requests for reservations had to be turned down for lack of space at tables.) This workshop, under the chairmanship of Virginia Parsons (director of fund raising, New York Tuberculosis & Health Assn.) featured Edward N. Mayer, Jr. (president, James Gray, Inc., New York) as luncheon speaker. Title of his topic was "Testing." *The Reporter* hopes to have some summaries of the discussions later on.

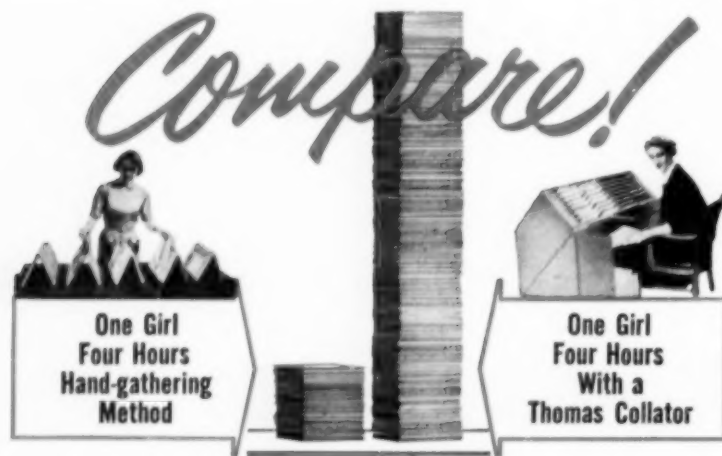
On Tuesday, April 19, Direct Mail Day in New York was attended by 877 persons. Was sponsored by the Mail Advertising Service Assn., Sales Executives Club of New York and the DMAA. Dr. Kenneth McFarland of Topeka, Kansas, was the luncheon speaker. Fifty-four students of "Inside Advertising Week" were guests.

Seventy-eight representatives of publishers attended Wednesday's Second Annual Book Workshop, chairmanned by Jerome S. Hardy (director of advertising, Doubleday & Company, Inc.). Milo Sutliff (president of Grey-stone Press, New York) discussed "What Has Happened During 35 Years of Mail Order Selling" at the luncheon.

On Thursday morning, two separate workshops were conducted for circulation men in the farm and business publication field. Farm circulation was chairmanned by Harry Hardwick (circulation manager of *The Rural New-Yorker*) and Lawrence L. Brettner (circulation promotion manager, American Aviation Publications, Washington, D.C.) headed up the business circulation seminar.

The Third Annual Circulation Workshop began Thursday with a luncheon at which Les Suhler (*Look Magazine*, Des Moines) gave the keynote address on "New Directions in Direct Mail." One hundred thirty-eight persons, representing an estimated combined circulation in excess of 153 million, attended this two-day meeting. It was chairmanned by Lucian W. Burnett (direct mail manager, Curtis Circulation Co., Philadelphia). Each day of this two-day seminar was separately chairmanned: Thursday by Ed Condon (*Esquire Magazine*, New York) and Friday by Frank Johnson (Time, Inc., New York).

Following immediately on the heels of Direct Mail Week . . . Red Dembner (circulation promotion manager of *Newsweek*) held a full-dress meeting of the DMAA-Department of Agriculture liaison committee, of which



### Paper Work Stacks Up in Your Favor WHEN YOU USE A THOMAS COLLATOR!

When 1 girl does the work of 5, it's easy to see why it pays to assemble sheets into sets with a Thomas Collator! And what's more, she can gather sets of 2 to 32 pages in one quick operation . . . without error, without confusion.

A Thomas Collator also ends the chore of chasing around from department to department to round up help. And it beats those last-minute deadlines with time to spare! Wide selection of

models that can accommodate every size sheet from 3" x 8" to 19" x 24" — whether it be price list, sales bulletin, house organ directive or any one of 101 different jobs.

If you're interested in saving time . . . building up efficiency by 500% . . . and getting *rush* jobs out without *rush-ing*, write us today for free informative literature plus a helpful collating analysis sheet.



From Table Top to Tandem . . . there's a model to suit your need!

## Thomas Collators Inc.

Specialists in Paper Gathering

135 Sales & Service Offices from Coast to Coast

80 Church St. Dept. F New York 7, N. Y.



Copyright 1955, Thomas Collators, Inc.

he is chairman. Department officials revealed for the first time the statistical results of the recommendations of some of the direct mail experts on the committee. It's a fabulous story and we'll cover it more fully later on.

In a nutshell . . . the first problem tackled last year was to devise ways, formats and copy which would increase the returns from questionnaires sent by the department to farmers, retail establishments, banks, etc.

On the first major regional tests of the DMAA committee's copy and format against the old style . . . *increases in returns* were registered in every area running from a low of 22% to a high of 74%. Department officials are so gratified with the success of applying professional direct mail techniques to government operations that the tests will be continued in other areas . . . and the present tested formats will be extended to national coverage. The committee members have their hands full with new assignments.

The fellow (or gal) who writes the copy for Jack Fischer's newspaper ads should go into the direct mail business. Maybe they are already in it and are simply using direct mail tactics for newspaper copy. Jack Fischer runs the Little Oriental restaurant at 1546 Pitkin Ave., Brooklyn, N. Y. We have been chuckling over the often-changed copy for months. *Reporter* readers might like to read one of the best, so here it is:

**OFFICE PARTY**  
(Eat! Eat! the Boss is Paying!)

This time of year everybody relaxes with a party by the office. They eat, they drink, they wish each other all kinds of wishes, and the stock boy tells where the boss keeps the private stock.

So, if you're having a party, listen to what I give you FOR ONLY \$49.00.

25 lb. turkey, carved and put back on frame - 50 canapes - 2 lbs. chopped liver moulded in a form - 50 fishballs - 50 stuffed cabbages - 50 frankies in jackets - relish tray with pickles, sour tomatoes, cole slaw and sweet peppers - plenty of cocktail breads.

Something there you don't care for? So tell me!

I'm easy to get along with. For instance, here's a list of *substitutions* for the same \$49.00.

Duck tidbits - Southern fried chicken - fried knish - knishes - stuffed duma - sliced carp - filet of smoked white fish - meatballs.

So, now you've got variety as well as quality and value. But I'll do even more. I'll put everything for you on nice silver foil disposable trays—nothing to be returned. Everything will be beautifully arranged and neatly packed.

Sandwiches anyone can make you. But for beautiful, tasty, *genchmak* food, CALL ME. UP!

## Introducing ADVERCARDS



**Giant-size! Colorful!**  
**AS EXCITING AS A DAY AT THE CIRCUS**

A new selection of jumbo mailing cards for advertisers who want inexpensive mailings and the advantages of color printing and professional art. Eighteen eye-catching border designs, pre-printed in brilliant color on 5 x 7, heavy, white card stock.

Direct mail users can imprint sales messages and announcements in oversize copy space, using any office duplicator.

AdverCards are designed, printed and sold by American Mail Advertising, 1954 winner of five national awards for creative mail advertising.

Write for Free Sample Kit and Price List

**American Mail Advertising**

INCORPORATED

610 NEWBURY STREET, BOSTON 15, MASS.

### HOW TO WIN NEW MAIL ORDER CUSTOMERS IN VOLUME FROM

**ANOTHER MOSELY EXCLUSIVE: 389 M CREDIT CARD HOLDERS LEADING GROUP OF HOTELS**

Up-and-at-'em business and professional MEN who spend real money and are progressive. Alphabetical. GOOD RESULT RECORD. Exceptional service.

Write TODAY for MOSELY salomon card M-7510 to Dept. R-28.

*Mosely*

MAIL ORDER LIST SERVICE, Inc.  
38 Newbury St., Boston 10, Mass.  
NEW MAIL ORDER CUSTOMERS IN VOLUME

### DIRECT MAIL AND MAIL ORDER

## COPY

Writer of Mail Order Letters that bring back orders and cash . . . Contacting Letters that create and maintain good will between salesmen's calls . . . booklets, folders, brochures, house organs, circulars that do the selling jobs you want them to do. Fully indorsed by a nationwide clientele. Winner of two DMAA Best of Industry Awards . . . Dartnell Gold Medal . . . editor of IMP, "the world's smallest house organ"

**ORVILLE E. REED**

106 N. STATE STREET  
HOWELL, MICHIGAN

### EDWARD W. OSANN

Writer of Advertising Literature and Sales Letters Since 1910

175-35 88th Avenue, Jamaica 32, N. Y.

Member: Direct Mail Advertising Ass'n.

May I help you?

In Bagels . . . and Direct Mail, too . . .

it's the HOLE that makes the DIFFERENCE!



A bagel without its hole would be just another roll. In direct mail, too, the hole in the letter adds a touch of individuality that separates it from other "look-alike" promotions . . . gets attention that means more results.

If direct mail is one of your problems, you'll want to know more about our kind of Sales Letter . . . with the built-in, pre-addressed reply card (or envelope) attached to the back of the letter. You'll want to see how it has helped leading companies boost responses, lower their cost per reply.

You'll be interested, too, in our one-stop service for creative printing and mailing that takes a load of direct mail details off your back.

Write for more information and samples of recent, successful promotions.



**SALES LETTERS**

INCORPORATED

148 W. 23rd St., New York 11  
Telephone WAtkins 9-6028

## READY!!

HOW TO THINK ABOUT INDUSTRIAL DIRECT MAIL

Send \$3.00 today for your copy of this important 112 page report to . . .

**THE REPORTER**  
GARDEN CITY 9, N. Y.

### KOREAN VETERANS


400M available by state \$15M on labels

Also special Calif. Wealth List 150M  
1500M College Students - 200M Faculty  
3000M Alumni - 32M Eastern Investor

**SELECT LIST CO.**

6238 Wilshire Boulevard  
Los Angeles 48, Calif. WEbster 3-9148

**POSTCARDS and  
ADVERTISING  
LITERATURE  
at BUDGET  
PRICES**



You, like Buttersweet (Day and Young),  
can secure postcards and all forms of  
direct advertising literature at budget prices.

Write today for samples and information  
to the nearest Crocker office.

Dept. B-5

**H. S. CROCKER CO., INC.**

SAN FRANCISCO, 720 Mission • LOS ANGELES, 2030 E. 7th  
CHICAGO, 350 N. Clark • NEW YORK, 100 Madison  
BALTIMORE, 1000 S. Clinton

**Letter raised \$100,000 for New Church**  
Feb. 1954) REPORTER told how a Bott letter  
made new church possible for congrega-  
tion of 105 families. Interested in sales  
letters? For reprint, write on letterhead.

**"That Fellow Bott"**

Leo P. Bott, Jr., 64 E. Jackson, Chicago

AUGUST 1st  
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**See Page 53**

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DMAA-NAPUS representatives at joint meeting on Postal Clinics in Racine, Wis. SEATED: Harry A. Porter (Harris-Seybold Co., Cleveland), chairman of DMAA Liaison Committee; John D. Costello (Racine Postmaster), chairman of NAPUS Industrial Education Committee; William H. Woodard (No. Chicago Postmaster), vice-chairman, NAPUS Industrial Education Committee; STANDING: Charles S. Downs (Abbott Laboratories), DMAA vice-president; and G. F. Heinisch (Racine Asst. Postmaster).

## POSTAL CLINICS HELP MAILERS KEEP COSTS DOWN

Representatives of the Direct Mail Advertising Association and the National Association of Postmasters of the U. S. met in Racine, Wisconsin, recently to discuss joint efforts on Postal Clinics. The DMAA-NAPUS clinics are designed to help mail users keep their mailing costs down . . . by learning how to plan their mail so it will be accepted by the Post Office at the most reasonable rate. (Racine, Wisconsin, and North Chicago, Illinois, have already held successful clinics. The Garden City, N.Y., P.O. is also starting a series of weekly clinics . . .

and the idea will spread to other cities in the near future.)

One of the subjects under discussion at the Racine meeting was "Form 3547 Requested" imprints on Third and Fourth Class mail. Postmasters reported that all too many advertisers are neglecting to use the imprint . . . perhaps because of misunderstanding about it. Buddy Mayo, NAPUS director of public relations, suggested it would be a good idea to publish Postal Regulation 158.5 (covering Form 3547) in *The Reporter*. . . so clip it out and keep it handy for immediate reference:

### 158.5 NOTICE TO SENDER ON THIRD- AND FOURTH-CLASS MAIL.

**.51 MAIL TO BE MARKED:** If the sender wants to be notified when third- or fourth-class mail is undeliverable as addressed, he must:

Print in the lower left corner of the address side, *Form 3547 Requested*.

Show his return address in the upper left corner.

Accept and pay the 3-cent fee for each card notice, or pay the return postage on mail sent back as undeliverable.

**.52 CONDITIONS:** Mail bearing a request for Form 3547 will be treated as follows:

When the change is to another local address, the notice on Form 3547 will show the original address (together with any key number used by the mailer) and the new address.

When the change is to another post office and the piece is forwardable under the sender's or addressee's guarantee to pay forwarding postage, or when the mail is of obvious value, the notice on Form 3547 will show the same information as a.

When the change is to another post office but forwarding postage is not guaranteed, the mail itself is returned with a notation showing the new address, and is rated for collection of return postage due at the appropriate single-piece rate.

When the mail is undeliverable as addressed and no new address is on file, the reason for nondelivery is noted on the mail, and it is returned rated for collection of return postage at the appropriate single piece rate.

# My Mail Order Day

By Jared Abbeon

At last I have discovered the formula for making money in the mail order business. Just looking over my monthly four page report from the accountant, gross volume of business — down, gross profit not high enough, net profit — up. Reason being we spent less than the similar month last year. So the secret boils down to: it ain't what you make, or even what you spend that counts. It is what's left in the till after the hallabaloo is all over that tells the tale. So the formula — *don't spend money*.

Now that the publishers have beaten the Patron mailing deal to death with a lot of slush music about the poor staggering postman and the horrible loss to the Govt. . . . may a small voice from the rear row ask a question:

If as these birds claimed a penny and a half was too little for delivering a letter to each door on a route, then how come local handbill distributing outfits can offer to deliver circulars through mail box openings in said self same doors for \$8 per thousand? And remember the circular boys only have one per house while the postman can leave two or three pieces on the same stop. Let's get down to brass tacks. Is the Post Office a business (if so, let's get the Govt. out of it)? Is the Post Office a service to the people (if so, let us determine what serves the greatest number the best and most efficient way)? Or is the Post Office a political football to be tossed hither and yon while the loudest-lunged pressure groups supply the political wind (if that's the case, let us replace the corner mail drops with pork barrels)?

Incidentally, let us get one thing straight. I never used Patron mailings for my own companies. And furthermore, for the dozen or two companies I consult with, I have never recommended Patron mail. Personally, I think of direct mail as a rifle or a shot gun to hit certain specific targets. There are better ways than to burn down the woods to get one or a group of targets. But if folks want Patron mail and it pays the P.O. . . . then who has the right to kill it for personal advantage?

Just won a \$5 bet from a mail order house. Fellow was complaining about high costs and discount house competition. Said the way things were going he could buy everything he needed at a discount or special prices except for United States postage stamps. So I told him he could even buy U.S. Postage at a discount making his stamp costs 97 or 98 cents per dollar. He then told me that nobody but nobody can buy U.S. postage stamps wholesale. So I again said that if he was willing to buy in \$100 and up quantities it could be done. So he says put your money where your mouth is and hauls out a five dollar bill. So now I'm five dollars richer. Anybody else want to bet?

\* \* \*

Where is it going to stop? Now we have a directory printed in Europe offering to list us, but requesting a cash payment as cooperation of the subscribers. If we paid all the "We love you for free but two bucks for room rent, \$15 cut charges, listing fee and production charge" boys who come along, we wouldn't have a penny in the till for our regular program. Advertising is advertising, publicity is publicity, and never the twain should meet.

\* \* \*

Letter in from a Pennsylvania "charity" group:

"We are planning a sample party . . . we would appreciate your sending us any samples or sample etc., etc."

We have some 14,000 or more customers but not even one in this town. Never heard of the place, in fact; and I've heard of most of them. We get a slew of these letters, mostly from rod and gun clubs and bazaars. I shudder to think of how many a really big organization gets. For my money (outside of the local organizations that one knows in person, or companies that one has firm connections with) all of these good people are in the same class as a bum who comes up in the street and panhandles for two bits for a shot of hooch. In fact they are worse . . . because the bum is at least in need and in many cases physically unable to work to

## GLEAN WITH GLIMMICKS

GLIMMERING GIMMICKS  
OF DIE-CUT, PRINTED,  
PRESSURE SENSITIVE BACKED

MIRRO-BRITE  
METALIZED PLASTIC

HIGHEST ATTENTION VALUE

IDEAL FOR TIP-ONS  
IN SPACE OR DIRECT  
MAIL ADVERTISING

PERFECT FOR  
NAME PLATES, LOGOS,  
EMBLEMS, TRADE MARKS

WRITE FOR SAMPLES  
AND PRICES **NOW!**

**allen hollander co. inc.**

385 Gerard Ave., Dept. R-5, N. Y. 51, N. Y.

## "ALL-PURPOSE" FELINS PAK TYERS



**ALL-PURPOSE** because they will **AUTOMATICALLY ADJUST THEMSELVES AND TIE TIGHT** and light or heavy bundle, package, box, within the capacity of each model. There are several models to choose from.

**ALL-PURPOSE** because they will handle all the tying problems in

your office, mailroom and factory more efficiently than you believe possible.

**ALL-PURPOSE** because they use twines from 3 to 24 ply as well as tapes and braids.

**ALL-PURPOSE** because anyone can operate them efficiently. They are sturdily constructed to give long dependable service.

**ALL-PURPOSE** because these machines can be controlled by foot pedal trip or automatic trip.

**LET FELINS CUT YOUR MAILING COST NOW.**

MODEL F-6-J ILLUSTRATED.

Send for prices and circulars.

**FELINS TYING MACHINE CO.**  
335 E. N. 36th St.  
Milwaukee 16, Wis.



## GET THE FACTS!

### PHOTO-ENGRAVING COMPLETELY EXPLAINED TO THE LAYMAN

Now—"brush-up" with this modern, complete and fully illustrated guide to correct photoengraving methods. 108 pages—lavishly illustrated in black and white, and color

**\$2.00**  
per copy

And don't forget Horan's  
"around the clock"  
service whether your  
problem is  
black and white,  
banday or color process.

**HORAN ENGRAVING COMPANY, INC.**  
44 WEST 28th STREET, NEW YORK 1, N. Y.  
Tel. MU 9-8585 • Branch Office: Market 2-4171

Please send me (prepaid) \_\_\_\_\_ copies of your 108 page revised book, "The Art and Technique of Photo-Engraving."

My check for \$\_\_\_\_\_ is enclosed.

Name \_\_\_\_\_

Street \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_

**GENUINE SCOTTISH TARTANS \$8 POST PAID**  
**IN ALL-WOOL LEISURE ROBES**



Available in 6 Authentic Clan Plaids. This beautifully made all wool plaid blanket is the year's best bargain. Each is hand fringed & the size is big 58x72. Thousands sold in Scotland — now available for world wide distribution. Satisfaction guaranteed. CLANS: Buchanan, Fraser, MacLeod, Macleod of Lewis, Macquon, Royal Stuart.

**DE LUXE QUALITY IN SAME TARTANS AS ABOVE \$16 POST PAID**

Send cheque with order and you pay the postman U.S. duty approximately 25c on the dollar. Prompt dispatch

**THE TRIUNE CO., Dept. S2, U.S.R.D.M.**  
200a, Manchester Rd., Bradford Yorkshire, England

## AD BUDGET BETWEEN \$1,000 AND \$25,000?

Not enough for full pages in LIFE! But you might be surprised at what a small budget can accomplish... with smart handling! We'd like to tell you more — and explain a complete advertising service designed to produce maximum results from limited funds. A note on your letterhead will bring full details.

**WELSH-BARBER CO.**  
1512 HERMOSA PLACE  
SOUTH BEND, INDIANA

## HOW TO BUY GOOD MAIL SELLING COPY

First — find the man who has a nice feeling for words, for people, and for the product itself... Second — let him live with the product for a while, and discover its real selling points, and its real prospects.

Elementary, isn't it?... Then what sense is there in "challenging" a professional mail order man with a single assignment — a single letter-writing job?... Would you size up the work of an advertising agency with a single one of their ads?

Plans and copy services available in cities close enough to New York to permit personal conferences. Production services optional. Retainer basis only. Minimum trial period 3 months.

**M. A. POLLEN**  
30 W. 15th St., N.Y. OR 5-4352

## L.H.B.M.A.

For the sales-advertising director who wants an out-of-the-ordinary direct mail campaign, L.H.B.M.A. is unusual, effective, economical, exclusive—but not for "stuffed shirt" organizations. Write for details.

GYMER — 2125 E. 9th St., Cleveland 15.



**Now! TR. JR. TRAVELING RACK  
CUTS MAILING COSTS**

Ten Hook-On Trays speed up printing, mimeographing, sorting, in sorting... keep things moving in the mail room. Write for folder

255 Mill Street

Rochester 14, New York

satisfy his cravings. Whilst these kind souls... if they are so hot to give out my merchandise as charity — let them get off their rusty dusties and mow weeds or dig drainage ditches and earn the needed money.

Now let us get one thing straight. I am not talking about legitimate charity to which The Book tells us we owe our tithe. What I am talking about is these cross county moochers. It must pay these characters because they seem to increase every year.

Did you know that the Commercial Intelligence Division of The Bureau of Foreign Commerce, D.C. has available lists of companies in different types of business in almost all foreign countries?

*Oh Joe boy — what a letter*

"dear Sure Mr i am Let you no that your good is on the way Back to you you will receive them in a few days your price for your goods is too Murch cost another thing i want you to No that i did Not asked you..." etc etc for a long page of pencil scrawl from a guy we shipped on open account instead of C.O.D. as he requested. In spite of an occasional goof like this boy we prefer to ship on trust... and the folks we sell too like this policy of ours. However, it's letters like this that make me wonder just what cooks with the American school system.

Don't they never teach nobody nothing from spellin and puntiation and grammer?

That via the mails brawl between two magazines in the television dealer field is a nasty affair. O.K. boys, you each think the other guy is a fraud and a liar. But why air it all so vehemently to the cash customers? Of course we lads in the mail order business have you both pegged down to the last decimal point as to whose publication outpulls whose. But sorry we can't talk as this information is confidential. So beat each other over the heads, lads; and while the pure space advertiser wonders who is right and who is wrong... the M.O. man can lean back with a smug smile and say: "I know."

*Little do they know* — these lads who painstaking take a course in importing and exporting and then join the association of other fellows who have taken this same mail order course — that the emblem they so proudly display is like a flag to at least one importer... that their let-

## Over 1,000 Shop Owners Know

that, as an aid in the creation and production of direct mail, MASA International is invaluable. Join these 1,000 progressive commercial duplicators in promoting **your** industry. A letter now will bring you a full description of membership services...

Write:

## MAIL ADVERTISING SERVICE ASSOCIATION

18120 James Couzens Highway  
Detroit 35, Michigan

Rates \$1.25 per line (75¢ Situation Wanted) Minimum 4 lines

# CLASSIFIED ADVERTISING

## ADDRESSING PLATES

If you use  
ELLIOTT-type STENCILS  
and want to REDUCE COSTS  
Box 51, Reporter, Garden City, N. Y.

SPEEDAUMAT—Three line embossing—\$35.00 per M. Also "B" and "E" embossing—write for prices. Advertisers Addressing System, 703 No. 16 St., St. Louis, Mo.

## ADVERTISING AGENCIES

For pulling direct selling mail order advertising campaigns in newspapers, magazines, trade papers, consult Martin Advertising Agency, 15 E. 40 St., Dept. 33A, N.Y. LE 2-4751, Est. 1923.

## ART SERVICE

ART STUDIO with competent staff and top-flite freelancers will furnish your needs in continuous tone and line illustrations, humorous and decorative spots, etc. for as little as \$5 a month. Write on company letterhead for sample drawings. Harry Volk Jr., Art Studio, Pleasantville 24, New Jersey.

## EQUIPMENT WANTED

Good used addressing machine with selector; good used multigraph with perforator, etc., and DSJ verityper pair dictating machines, recent models. Box 57, The Reporter, Garden City, N. Y.

## FOR SALE

PITNEY BOWES ENVELOPE SEALER—Model A, serial 4811. Complete. Perfect. \$200. HARRY J. ABRAHAM, 331 Emerson N.W. Wash. 11, D.C.

ters of inquiry are coming in from hopeless amateurs. If you got to go where the gang goes and do what the gang does — make sure it's a respected gang.

*Living For Young Homemakers* sure sends out a convincing gang of testimonials. Over 20 pages full size letters of proof and testimonials. Very convincing.

Twenty five page prospectus and pitch for a Uranium Stock deal.

## FOR SALE

ELLIOTT Model 800 Addressing Machine, with 100 Tray (25m capacity) Metal Stencil Cabinet and typing unit, for sale. Only 6 months use. Available due to change to bigger unit, Excellent condition. Write for information and price to P.O. Box 610, Station A, St. Petersburg, Fla.

DSJE Corhead Composomatic machine, model 6604. Practically brand new with 16 different type styles. \$2,700 value for only \$1,700. For details write: Box 56, Reporter, Garden City New York.

## HELP WANTED

CIRCULATION BUILDER needed by relatively new and successful mass-market appeal monthly publication located 50 mi. NW of Chicago. Excellent long-term opportunity for right man or woman to step in and advance thru building circulation rapidly now that reader acceptance of 10,000 circulation has been established. Ability is more important than age. State salary requirements and past connections. Box 59, The Reporter, Garden City, N.Y.

MAN OR WOMAN, mailing list background. Take complete charge Order Department for growing list house. Fast worker. Good future. Box 60, The Reporter, Garden City, N.Y.

## LUCRATIVE MAILING LIST

150,000 names complete with Phone Number. Mostly small towns. Typed on index cards. Partially geographic. 85% business names. COMPILED 1954-1955. Arranged in 25 industries: Auto Parts, Beverages, Contractors, Real Estate & Insurance Brokers, Laundries, etc. The Reporter, Box 54, Garden City, N.Y.

Haven't read this one yet . . . but if it's like most of these deals I've seen — then the stockholders will be rich if the mine contains as much ore as the stock issue contains water.

I'm holding off my subscription renewal to *Printers' Ink* just to see what the rest of their subscription renewal series looks like. It starts off very interesting.

Fellow writes me a long and interesting letter giving good reasons

## MAILING LISTS

### FREE MAILING LISTS

Retailers - Wholesalers - Manufacturers  
Banks - Churches - Institutions  
and 350 other lists to choose from.  
We charge only for addressing  
SPEED - ADDRESS KRAUS CO.  
48-01 42nd Street  
Long Island City 4, N. Y.

NEW MAILING LIST. 15,000 inquiries and buyers, home bookkeeping, tax course. Accumulating 4,000 names monthly. \$12.50 M gummed labels. Kievits, 10672 A Rose Ave., Los Angeles 34, Calif.

NEWLY PROMOTED EXECUTIVES—14,000 men just promoted from one job to a better one. All middle management group. Compiled from house organs which report all company promotions. 2,000 added monthly. A small list—but a good one. \$15 per M. Stencils. Your broker, or Gebbie Press, 19 E. 48th, N. Y. C. MU 8-5258.

## FLORIDA BIRTH LISTS

Continuous weekly service on labels with birth dates. 50,000 annual guarantee. Comparisons invited. Other states available. Joseph E. Stopford, P.O. Box 2747, Orlando, Fla.

## CANADA'S BEST MAILING LIST

250,000 live names on Elliott stencils  
Call your list broker — TODAY  
or Tobe's, Niagara on the Lake, Canada

## SITUATION WANTED

Mail Order Chief. Monthly subscription plan. 10 years production plan control, schedules, purchasing. Complete charge. Top record. \$9M+. Box 53, The Reporter, Garden City.

## TYPE FOR OFFSET

Save with FOTO FONTS. Unit cost per font only 20¢! Easy to set and align — sharpest reproduction. Free samples and details. A.A. Archbold, Publisher, Box 20740 K, Los Angeles 6, Calif.

why I should subscribe to his set of plans service to manufacture a machine to spew forth fish hooks automatically. Good letter. But how the heck do I come into the picture? He had better check his lists.

See I've run over length this month. (Wonder what the editor will cut out? He always saves me a libel suit somewhere). Well, got to get on down the road and work on the Spring planting. Yes Sirce Bob, think I'll put out another window box full of geraniums this year. So long for now.



**PONTON**  
List Compilers

"Write for FREE Catalog" (dep't "R")

Our mailing department is completely mechanized and streamlined for fast, accurate and efficient service — at lower costs to you . . . No Direct Mail Campaign too large or too small.

**W. S. PONTON, Inc., 50 E. 42nd St.,  
New York 17, N. Y. • MUrray Hill 7-5311**

# DIRECT MAIL DIRECTORY

LISTINGS ONE LINE PER ISSUE, \$15.00 PER YEAR

## ACETATE SHEET PROTECTORS

A. G. Barden Co., Inc., 437 N. 5th St., Milwaukee 3, Wis. (BR 2-3372)

## ADDRESSING

Active Equipment Supply 47-31 35 St., Long Island City 1, N.Y. (RA 9-9030)  
Address-O-Rite Stencil & Mach. Co., Inc. 64 W. 23 St., N.Y.C. 10 (OR 5-3240)  
Creative Mailing Service, Inc., 460 N. Main, Freeport, N.Y. (FR 9-2431)  
R. Victor, 130 Flatbush Ave., Brooklyn 17, New York (ST 9-8003)

## ADDRESSING MACHINES

Addressing Machine & Equip. Co., 326 Broadway N.Y. 7, N.Y. (HA 2-6700)  
Elliott Addr. Machine Co., 155A Albany St., Cambridge 39, Mass. (TR 6-2020)  
Mailers' Equipment Co., 40 W. 15th St., N.Y. 11, N.Y. (CH 3-3442)  
Sever & Wallingford, 143 W. Broadway, N.Y. 13, N.Y. (WO 4-0520)

## ADDRESSING - TRADE

Balmer Typing Service, 91-71 111th St., Richmond Hill 8, N.Y. (VI 6-5322)  
Shapins Typing Service, 68-11 Roosevelt Ave., Woodside, N.Y. (HI 6-2730)

## ADVERTISING AGENCIES

The Jay H. Maish Co., On Gospel Hill, Marion, O. (Tel: 2-1191)  
Martin Ad Agency (Dir. Sell. Mail Ord.), 15 PA E. 40, N.Y. C. 16 (LE 2-4751)  
Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)

## ADVERTISING ART

A. A. Archbold, Publisher, P. O. Box 20740, Los Angeles 6, Calif. (PR 9062)  
Raymond Lufkin, 116 West Clinton Ave., Tenafly, N.J. (EN 3-4860)  
Orin Pederson Studio, 225 N. Wabash Ave., Chicago 1, Ill. (FR 2-5764)  
Trepp Art Studio (Small Ads), 349 10th St., Moline, Ill.

## ADVERTISING BOOK MATCHES

Match Corp. of America, 3433-43 W. 48th Pl., Chi. 32, Ill. (VI 7-2244)  
Universal Match Corp., 1501 Locust St., St. Louis 3, Mo. (CH 1-3230)

## ADVERTISING SPECIALTIES

Geo. McWeeny Co., Bx 87, 614 Campbell Ave., W. Haven, Conn. (WE 4-3411)

## AUTOMATIC MACHINE-ADDRESSING SERVICE

Globe Organization, Inc., 480 Lexington Ave., N.Y.C. 17 (PL 3-7938)

## AUTOMATIC TYPEWRITING

Ambassador Letter Sere, Co., 11 Stone St., N.Y. 4, N.Y. (BO 9-0607)

## BOOKS

Art & Tech. of Photo Eng. Horan Eng. Co. 44 W. 28 N.Y. C. 1, (MU 9-8585)  
Reporter of Direct Mail, 1224 7th, Garden City, N.Y.  
Cordially Yours \$5.00  
Dogs That Climb Trees 1.00  
How To Get The Right Start in Direct Advertising 1.50  
How To Think About Direct Mail 1.00  
How To Think About Letters 1.00  
How To Think About Readership of Direct Mail 1.00  
How Direct Mail Solves Management Problems 1.00  
How To Think About Showmanship in Direct Mail 1.00  
How To Think About Mail Order 1.00  
How To Think About Production and Mailing 1.00  
The Plain Jane of Direct Mail .50  
How To Think About Industrial Direct Mail 3.00

## BUSINESS BRIEFS

Wetmore & Co., 1015 S. Shepherd Dr., Houston 19, Texas (LY 9126)

## BUSINESS CARD SERVICE

R. O. H. Hill, Inc., 270 Lafayette St., N.Y. 12, N.Y. (CA 6-6340)

## CATALOG PLANNING

Catalog Planning Co., 101 W. 55th St., N.Y. 19, N.Y. (PL 7-1967)  
George F. McKiernan & Co., 1056 W. Van Buren St., Chi. 7, Ill. (TA 9-2424)  
W. T. Sorensen & Assoc., Inc. 220 So. State St., Chicago 4, Ill. (WA 2-9346)

## CHRISTMAS STATIONERY

The Newbern Company, 217 W. Main St., Arlington, Texas (AR 5-2207)

## CO-OP CARD - COUPON MAILINGS

Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)

## COPYWRITERS (Free Lance)

Leo P. Bott, Jr., 64 E. Jackson Blvd., Chi. 4, Ill. (HA 7-9187)  
Mr. M. John Harder, 5225 Wilshire Blvd., Los Angeles 48, Calif.  
Edward W. Osenn, 175-35 88th Ave., Jamaica 32, N.Y. (Re 9-2244)  
M. A. Pollen, 30 West 15th St., N.Y. 11, N.Y. (OR 5-4352)  
Orville E. Reed, 106 N. State St., Howell, Mich. (Tel: 65)  
Roskam Advertising (Mail Order), 1430 Grand, Kansas City 6, Mo. (HA 6469)  
Franklin C. Wertheim, 179-15 Jamaica Ave., Jamaica 32, N.Y. (AX 7-1200)  
John Yeargain, 442 East 20th St., N.Y. 9, N.Y. (OR 7-4533)

## DIRECT MAIL AGENCIES

American Mail Adv., Inc., 610 Newbury St., Boston 15, Mass. (CO 6-7540)  
Humer J. Buckley, 108 N. State St., Chi. 2, Ill. (ST 2-5336)  
The Buckley Organization, Lincoln-Liberty Bldg., Phila. 7, Pa. (RI 6-0180)  
Chase & Richardson, Inc., 9 E. 45th St., N.Y.C. 17 (MU 2-8285)  
Dickie-Raymond, Inc., 470 Atlantic Ave., Boston 10, Mass. (HA 6-3360)  
Dickie-Raymond, Inc., 225 Park Ave., N.Y. 17, N.Y. (MU 7-3360)  
Direct Mail Services, 175 Luckie St. N.W., Atlanta 3, Ga. (CY 3398)  
Duffy & Assoc., Inc., 918 N. 4th St., Milwaukee 2, Wis. (BR 3-7852)  
General Office Service, Inc. 527 & St., N.W., Washington 1, D.C. (NA 8-5348)  
James Gray, Inc., 216 E. 45th St., N.Y. 17, N.Y. (MU 2-9000)  
Frederick E. Gymer, 2125 E. 9th St., Cleveland 15, Ohio (SU 1-4220)  
Harrison Services, Inc., 341 Madison Ave., N.Y. 17, N.Y. (MU 9-1630)  
The Hummel System, P.O. Box 6311, Cleveland 1, Ohio  
Proper Press, Inc., 129 Lafayette St., N.Y. 13, N.Y. (CA 6-4757)  
R. L. Polk & Co., 431 Howard St., Detroit 31, Mich. (WO 1-9470)  
Reply-O Products Co., 7 Central Park W., N.Y. 23, N.Y. (CI 5-8118)  
Sales Letters, Inc., 148 W. 23rd St., N.Y. 11, N.Y. (WA 9-6028)  
Sande Rocks & Co., Inc., 91 7th Ave., N.Y.C. 11 (WA 4-1551)  
Schneidreith & Sons Adv. 202 So. Sharp St., Baltimore 1, Md. (LE 9-8184)  
The Smith Company, 67 Beale St., San Francisco, Cal. (SU 1-6564)  
John A. Smith & Staff, 11 Beacon St., Boston 8, Mass. (LA 3-6545)  
Welsh-Barber Co., 1512 Hermosa Place, So. Bend, Indiana

## DIRECT MAIL CONSULTANT

Lawrence Lewis & Assoc., 175 5th Ave., N.Y. 10, N.Y. (OR 7-4848)

## DIRECT MAIL EQUIPMENT

American Auto Typewriter Co., 2323 N. Pulaski R., Chicago 39, Ill. (EV 5151)  
B. H. Bunn Co., 7605 S. Vincennes Ave., Chi. 20, Ill. (MU 3-4455)  
Corbin Wood Products, 1000 Morris Ave., Harnett, N.Y.  
Felins Typing Machine Co., 3351 N. 35th St., Milwaukee 16, Wis. (HI 5-7131)  
Inserting & Mailing Machines Co., Phillipsburg, N.J. (PH 5-1441)  
Thomas Mechanical Collator, 50 Church St., N.Y. 7, N.Y. (DI 9-2270)  
National Enterprises, 2001 K St., N.W. Washington 6, D.C. (NA 8-0330)  
Pinney-Bowes, Inc., Stamford, Connecticut (48-2621)

## DIRECT MAIL SUPPLIES

Fragrance Process Co., 73 Sullivan St., N.Y. 12, N.Y. (MO 3-1582)  
Lowell Pencil Co., 110 Greene St., N.Y. 11, N.Y. (DI 9-0996)  
National Bundle Tye Co., Blissfield, Michigan (BL 162)  
Scriptomatic, Inc., 310 N. 11th St., Phila. 7, Pa. (WA 2-4213)  
Seal-O-Matic Machine Mfg. Co., So. Hackensack, N.J. (HU 7-1490)

## ELLIOTT STENCIL CUTTING

Address-O-Rite Stencil & Mach. Co., Inc. 64 W. 23 St., N.Y.C. 10 (OR 5-3240)  
Clear Cut Duplicating Co., 149 Broadway, N.Y. 6, N.Y. (WO 4-4457)  
Creative Mailing Service, 460 N. Main St., Freeport, N.Y. (FR 4-8930)

## ENVELOPES

American Envelope Mfg. Corp., 28 Howard St., N.Y. 13, N.Y. (CA 6-7152)  
The American Paper Products Co., East Liverpool, O. (FU 5-4240)  
Atlanta Envelope Co., 1700 Northside Dr., Atlanta 1, Ga. (EL 3686)  
Berlin & Jones Co., Inc., 601 W. 26th St., N.Y. C. 1 (WA 4-4400)  
The Boston Envelope Co., 397 High St., Dedham, Mass. (FA 5-6700)  
The Century Envelope Co., 301 Park Ave., Minneapolis 15, Minn. (GE 3663)  
The Clear Envelope Co., Inc., 98 Bleeker St., N.Y. 12, N.Y. (SP 7-3531)  
Columbia Envelope Co., 2015 N. Hawthorne, Melrose Park, Ill. (ES 8-6214)  
Samuel Cupples Envelope Co., 360 Furman St., Brooklyn 2, N.Y. (TR 5-6285)  
Cupples-Hesse Corp., 4175 N. Kingshighway, St. Louis 15, Mo. (EV 3700)  
Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Detroit Tullar Envelope Co., 2139 Howard St., Detroit 16, Mich. (TA 5-2700)  
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)  
Gow-O'Hara Envelope Co., 500 N. Sacramento Blvd., Chi. 12, Ill. (NE 8-1200)  
The Gray Envelope Mfg. Co., 55-33rd St., Brooklyn 32, N.Y. (ST 8-2900)  
Heco Envelope Co., 4500 Cortland St., Chi. 39, Ill. (CA 2-2400)  
Rochester Envelope Co., 72 Clarissa St., Rochester 14, N.Y. (PA 3964)  
The Standard Envelope Co., 160 E. 30th St., Cleveland 14, O. (IR 1-3960)  
Tension Envelope Corp., 19th & Campbell Sts. Kansas City, Mo. (HA 0092)  
Tension Envelope Corp., 522 Fifth Ave., N.Y. 36, N.Y. (MU 2-4444)  
Transo Envelope Co., 3542 N. Kimball Ave., Chicago 18, Ill. (IR 8-6914)  
Transo Envelope Co., 22 Monitor St., Jersey City, N.J. (HE 4-1587)  
United States Envelope Co., Springfield 2, Mass. (SP 2-7211)  
The Wolf Envelope Co., 1749-81 E. 22nd St., Cleveland 1, O. (PI 1-8470)  
Wolf Detroit Envelope Co., 14700 Dexter Blvd., Detroit 32, Mich. (DI 1-2221)

## ENVELOPE SPECIALTIES

Curtis 1000 Inc., 150 Vanderbilt Ave., W. Hartford 10, Conn. (JA 2-1221)  
Du-Plex Envelope Corp., 3026 Franklin Blvd., Chi. 12, Ill. (NE 8-1200)  
Garden City Envelope Co., 3001 N. Rockwell St., Chi. 18, Ill. (CO 7-3600)  
The Sawdon Co., 480 Lexington Ave., N.Y. 17, N.Y. (PL 5-2516)  
Tension Envelope Co., 19th & Campbell Sts., Kansas City 8, Mo. (HA 0092)

## FOREIGN MAILINGS

Promotion, Joe Antonio, 57-10-C, Madrid, Spain (Tel: 31 22 13)  
Sande Rocks & Co., Inc., 91 7th Ave., N.Y.C. 11 (WA 4-1551)

## FOREIGN POSTAGE

Foreign Postage Service, 6 Lehigh St., New Hyde Park, N.Y. (FL 2-2915)

## FUND RAISING

William M. Proft Associates 27 Washington Pl., E. Orange, N.J. (OR 3-2233)

## HOUSE ORGANS (SYNDICATED)

Susser Letter Service, 70-01 Queens Blvd., Woodside 77, N.Y. (NE 9-7500)

## IMPRINTERS - SALES LITERATURE

L. P. MacAdams Co., 301 John St., Bridgeport 3, Conn. (ED 4-2167)

## INSERTING SERVICE - AUTOMATIC MACHINE

Bonded-Nationwide, 977 McDonald Ave., Brooklyn 30, N.Y. (UL 3-1143)

## INVISIBLE INK POSTCARDS

Morley W. Jennings, East Orange, N.J. (OR 4-8308)

## LABEL PASTERS

Potdevin Machine Co., 200 North St., Teterboro, N.J. (HA 8-1941)

## LABELS

Dennison Mfg. Co., Framingham, Mass. (TR 3-3511)  
Allen Hollander Co., Inc., 385 Gerard Ave., N.Y. 51, N.Y. (MO 5-1818)  
Penny Label Co., 9 Murray St., N.Y. 7, N.Y. (PA 7-7771)  
Tompkins Label Co., 1518 Walnut St., Philadelphia 7, Pa. (PE 5-6999)

## LETTER GADGETS

Hewig Co., 45 W. 45th St., N.Y. 19, N.Y. (JU 2-2186)  
A. August Tiger, 545 Fifth Ave., N.Y. 17, N.Y. (MU 5-9552)

## LETTERHEADS

Brunner Printing Co., Inc., 190 Jefferson Ave., Memphis, Tenn. (TR 8-5126)  
Harper Engraving & Printing Co., 283 E. Spring, Columbus 15, O. (AD 5057)  
R. O. H. Hill, Inc., 270 R Lafayette St., N.Y. 12, N.Y. (CA 6-6340)  
Peerless Lithographing Co., 4313 Diversity Ave., Chi 39, Ill. (SP 2-7000)

## MAIL ADVERTISING SERVICES (Lettershops)

Advertisers Associates Inc., 1627 Penn Ave., Pittsburgh 22, Pa. (AT 1-6144)  
Advertisers Mailing Serv., Inc., 45 W. 18th St., N.Y. 11, N.Y. (AL 5-4500)  
Advertising Letter Service, 2930 Jefferson East, Detroit 7, Mich. (LO 7-9535)  
Atlas Letter Service, 524 S. Spring St., Los Angeles 13, Cal. (VA 2502)  
Benart Mail Sales Serv., Inc., 228 E. 45th St., N.Y. 17, N.Y. (MU 7-8830)  
Cardinal Direct Mail Corp., 2 Broadway, N.Y. 4, N.Y. (WH 4-3722)  
Century Letter Co., Inc., 48 E. 21st St., N.Y. 10, N.Y. (AL 4-8301)  
Mary Ellen Clancy Co., 250 Park Ave., N.Y. 17, N.Y. (PL 9-1520)  
Cleveland Letter Serv., Inc., 740 W. Superior, Cleveland 13, O. (SU 1-8300)  
Connelly Organization, Inc., 1010 Arch St., Phila. 7, Pa. (MA 7-8133)  
Elite Letter Co., Inc., 11 W. 32nd St., N.Y. 1, N.Y. (PE 6-1462)  
Fulfillment Corp. of America, 381 W. Center St., Marion, O. (Tel: 2-1187)  
General Office Serv., Inc., 527 8th St., N.W. Washington 1, D.C. (NA 8-5348)

Hudson Fulton Mailing Service... 25 West Broadway, N.Y.C. 7 (CO 7-6171)  
 Inserting & Mailing Corp.... 2 Broadway, N.Y. 4, N.Y. (WH 4-3722)  
 Krupp's Adv. Mailing Serv... 228 S. Los Angeles St., L.A. 12, Cal. (MI 8753)  
 The Letter Shop.... 67 Beale St., San Francisco, Cal. (SU 1-6564)  
 Lincoln Letter Service, Inc.... 326 Broadway, N.Y. 7, N.Y. (BA 7-5770)  
 Mailways.... 200 Adelaide St. W., Toronto, Ont. Canada (WA 1808)  
 Premier Printing & Letter Serv... 620 Texas Ave., Houston 2, Tex. (PR 4145)  
 Rochester Consumer Adv. Corp.... 210 Lyell, Rochester 6, N.Y. (GL 4726)  
 Roskam Advertising (Mail Order)... 6 W. 10th, Kansas City, Mo. (HA 6469)  
 The Rylander Co.... 216 W. Jackson Blvd., Chi. 6, Ill. (FR 2-5953)  
 The St. John Assoc., Inc.... 75 W. 45th St., N.Y. 36, N.Y. (JU 2-3344)  
 Union County Business Bureau.... Westfield, N.J. (WE 2-5614)  
 Woodington Mail Advertising Serv... 1304 Arch St., Phila. 7, Pa. (RI 6-1840)

#### MAILING LISTS - BROKERS

\*Archer Mailing List Serv... 140 W. 55th St., N.Y. 19, N.Y. (JU 6-3768)  
 \*George R. Bryant Co.... 595 Madison Ave., N.Y. N.Y. (MU 8-2651)  
 \*George R. Bryant Co.... 75 E. Wacker Dr., Chi. 1, Ill. (ST 2-3686)  
 The Coolidge Co.... 6 East 23rd St., N.Y.C. 10 (AI 4-7480)  
 Dependable Mailing Lists, Inc.... 381 4th Ave., N.Y.C. 16 (MU 4-9991)  
 \*Walter Drey, Inc.... 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)  
 \*Walter Drey, Inc.... 257 4th Ave., N.Y. 10, N.Y. (OR 4-7061)  
 \*Guild Co.... 160 Engle St., Englewood, N.J. (BR 9-0461)  
 \*Lewis Kleid Co.... 25 W. 45th St., N.Y. 36, N.Y. (JU 2-0830)  
 \*Willa Madden, Inc.... 215 4th Ave., N.Y. 3, N.Y. (OR 4-7478)  
 \*Mosely Mail Order List Serv. 38 Newbury St., Boston 16, Mass. (CO 6-3380)  
 \*Names Unlimited Inc.... 352 4th Ave., N.Y. 10, N.Y. (MU 6-2454)  
 \*D. L. Natwick Co.... 136 W. 52nd St., N.Y.C. 19 (CO 5-8616)  
 Planned Circulation.... 19 West 44th St., N.Y., N.Y. (MU 4-1158)  
 Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)  
 Sanford Evans & Co., Ltd. 165 McDermott Ave., Winnipeg 1, Canada (92-2151)  
 \*James E. True Assoc.... 419 4th Ave., N.Y. 16, N.Y. (MU 9-0050)

\*Members - National Council of Mailing List Brokers

#### MAILING LISTS - COMPILERS & OWNERS

Active Equipment Supply 47-31 35 St., Long Island City 1, N.Y. (RA 9-9030)  
 Albert Mailing Lists.... 120 Liberty St., N.Y. 6, N.Y. (RE 2-7573)  
 Associated Advertising Serv... 613 Willow St., Port Huron, Mich. (Tel: 7773)  
 Bodine's of Baltimore. 444 E. Belvedere Ave., Baltimore 12, Md. (ID 5-8900)  
 Bookbuyers Lists.... 363 Broadway, N.Y. 13, N.Y. (WO 4-5871)  
 Boyd's City Dispatch.... 120 E. 23rd St., N.Y. 10, N.Y. (IGR 5-4600)  
 Buckley-Dement.... 555 W. Jackson Blvd., Chicago 6, Ill. (HA 7-3862)  
 Catholic Laity Bureau.... 45 West 45th St., N.Y. 36, N.Y. (CO 5-4498)  
 Creative Mailing Service.... 460 N. Main St., Freeport, N.Y. (FR 8-4830)  
 Walter Drey, Inc.... 333 N. Michigan Ave., Chi. 1, Ill. (FI 6-4180)  
 Walter Drey, Inc.... 257 4th Ave., N.Y. 10, N.Y. (OR 4-7061)  
 Drumcliff Advertising Service.... Hillen Rd., Towson 4, Md. (VA 3-7290)  
 Dunhill International List Co., Inc. 565 Fifth Ave., N.Y.C. 17 (PL 3-0833)  
 Eli Kogos.... Webster, Mass. (WE 2780)  
 E-Z Addressing Serv.... 83 Washington St., N.Y. 6, N.Y. (HA 2-9492)  
 Fritz S. Hofheimer.... 28 E. 22nd St., N.Y. 10, N.Y. (OR 4-6420)  
 Industrial List Bureau.... Webster, Mass. (WE 2780)  
 Indus. Machinery News, 16142 Wyoming Ave., Detroit 21, Mich. (DI 1-2658)  
 The Walter S. Kraus Co. 48-01 42nd St., Long Island City 4, N.Y. (ST 4-5922)  
 Jewish Statistical Bureau.... 320 Broadway, N.Y. 7, N.Y. (BE 3-4239)  
 Mapleton Service Co.... 339 Kings Highway, Brooklyn 23, N.Y. (ES 5-6600)  
 Market Compilation Bur. 11834 Ventura Blvd., N. Hollywood, Cal. (ST 7-3169)  
 Montgomery Engineering Co.... 8500 - 12th St., Detroit 6, Mich. (TR 4-0929)  
 Official Catholic Directory.... 12 Barclay St., N.Y. 8, N.Y. (BA 7-2900)  
 Palmer Lists.... 2432 Grand Concourse, N.Y.C. 58 (SE 3-2446)  
 Paramount Mailing Lists.... 77-14 138th St., Flushing 67, N.Y. (JA 6-8472)  
 W. S. Ponton, Inc.... 50 East 42nd St., N.Y. N.Y. (MU 7-5311)  
 R. L. Polk & Co.... 431 Howard St., Detroit 31, Mich. (WO 1-9470)  
 Rochester Consumer Advertising Corp. 210 Lyell, Rochester 6, N.Y. (GL 4726)  
 Select List Co. (SW Prog.) 6238 Wilshire Blv., Los Angeles 48, Cal. (WE 39168)  
 Zeller and Letica, Inc.... 15 East 26th St., N.Y. 10, N.Y. (MU 5-6278)

#### MAIL ORDER AGENCIES

Roskam Advertising (Mail Order) 1430 Grand, Kansas City 6, Mo. (HA 6469)

#### MAIL ORDER CONSULTANT

Whitt Northmore Schultz.... 1115 Old Elm Lane, Glencoe, Ill. (GL 2493)

#### MATCHED STATIONERY

Tension Envelope Corp.... 19th & Campbell Sts. Kansas City, Mo. (HA 0092)

#### MESSANGER - TRUCKING SERVICE

Mercury Service Systems, Inc.... 461 4th Ave., N.Y. 16, N.Y. (LE 2-6000)

#### MIMEOGRAPH MACHINE

Addressing Machine & Equip. Co. 326 Broadway, N.Y. 7, N.Y. (HA 2-6700)

#### MULTIGRAPH SUPPLIES

Chicago Ink Ribbon Co.... 19 S. Wells St., Chi. 6, Ill. (ST 7800)  
 Mack Type Co., Inc.... 55 Fulton St., N.Y.C. 7 (BE 3-1487)

#### MULTILITH & MULTIGRAPH MACHINES

Addressing Machine & Equip. Co. 326 Broadway, N.Y. 7, N.Y. (HA 2-6700)

#### PACKAGING

Pack-It (also Mail-It).... 7 Brown St., Newark 5, N.J. (MI 2-7575)

#### PAPER MANUFACTURERS

Appleton Coated Paper Co.... 1250 N. Meade St., Appleton, Wis. (41454)  
 Eastern Corporation.... Bangor, Maine (Tel: 8221)  
 W. C. Hamilton & Sons.... Milquon, Pa. (IV 3-3160)  
 Hammill Paper Co.... Erie, Pa. (Tel: 4-7101)  
 International Paper Co.... 220 E. 42nd St., N.Y. 17, N.Y. (MU 2-7500)  
 The Mead Corp.... 819 Public Ledger Bldg., Phila. 6, Pa. (WA 2-5441)  
 Millers Falls Paper Co.... Millers Falls, Mass. (OL 9-3331)  
 Neenah Paper Co.... Neenah, Wis. (Tel: 2-1521)  
 Nekoosa-Edwards Paper Co.... Port Edwards, Wis. (Tel: 3111)  
 Peninsular Paper Co.... Ypsilanti, Mich. (Tel: 62)  
 Rex Paper Co.... Kalamazoo 99, Mich. (Tel: 2-0151)  
 Rising Paper Co.... Housatonic, Mass. (HO 47)

#### PARCEL POST MAILING BOXES

Corrugated Paper Products Inc. 2235 Utica Ave., Bklyn 34, N.Y. (ES 7-6112)

#### PERSONALIZED GIANT GRAMS

Sande Rocke & Co., Inc.... 91 7th Ave., N.Y.C. 11 (WA 4-1551)

#### PHOTO ENGRAVERS

Horan Engraving Co., Inc.... 44 W. 28th St., New York 1, N.Y. (MU 9-8585)  
 Nassau Photo Engrav. Co.... 254 W. 31st St., N.Y. C. (PE 6-0817)

#### PHOTOS IN QUANTITY

Mulson Studio.... P.O. Box 1941, Bridgeport 1, Conn. (Tel: 5-3077)

#### PHOTO REPORTING

Sickles Photo-Reporting Serv... 38 Park Pl., Newark, N.J. (MA 2-3966)

#### POSTAL INFORMATION

Postal Digest Co. 448 W. Sunrise Highway, Valley Stream, N.Y. (VA 5-0309)

#### POST CARDS

The Carr Organization.... 1319 N. 3rd St., Milwaukee 12, Wis. (BR 6-4246)

#### PRINTERS - LETTERPRESS

The Davenport Press, Inc.... Main St., Mineola, N.Y. (PI 6-4050)  
 George F. McKiernan & Co.... 1056 W. Van Buren, Chi. 7, Ill. (TA 9-2424)

#### PRINTING - OFFSET LITHOGRAPHY

Ardlee Service, Inc.... 26 W. 23rd St., N.Y. 10, N.Y. (OR 5-0300)  
 H. S. Crocker Co.... San Bruno, California  
 Peerless Lithographing Co.... 4313 Diversey, Chi. 39, Ill. (SP 2-7000)  
 Sande Rocke & Co., Inc.... 91 7th Ave., N.Y.C. 11 (WA 4-1551)

#### PRINTERS - LETTERPRESS & LITHOGRAPHY

Paradise Printers.... Paradise, Pa. (ST 5131)  
 Printcraft Press, Inc.... 229 W. 28th St., N.Y. 1, N.Y. (LO 4-7430)  
 Proper Press, Inc.... 129 Lafayette St., N.Y. 13, N.Y. (CA 6-4757)

#### PUBLIC RELATIONS CONSULTANT

Whitt Northmore Schultz.... 1115 Old Elm Lane, Glencoe, Ill. (GL 2493)

#### SALES PROMOTION COUNSEL

Martin Ad Agency (Mail Order).... 15 PB E 40, N.Y. C. 16 (LE 2-4751)

#### SEASONAL STATIONERY

Arthur Thompson & Co.... 109 Market Pl., Baltimore 2, Md. (PL 2-4806)

#### SUBSCRIPTION FULFILLMENT SERVICE

Globe Mail Agency, Inc.... 140 W. 23rd St., N.Y.C. 11 (OR 5-4600)  
 Globe Organization, Inc.... 490 Lexington Ave., N.Y. 17, N.Y. (PL 3-7938)

#### SYNDICATED HOUSE MAGAZINES

The William Feather Co.... 812 Huron Rd., Cleveland 15, O. (MA 1-6450)

#### TRADE ASSOCIATIONS

Advertising Trades Institute, Inc.... 270 Park Ave., N.Y.C. 17 (MU 8-0091)  
 Direct Mail Advertising Assn.... 381 4th Ave., N.Y. 16, N.Y. (MU 3-1687)  
 Mail Adv. Service Assn. 18120 James Couzens, Detroit 35, Mich. (UN 4-3545)

#### TRUCKING - MESSENGER SERVICE

Mercury Service Systems, Inc.... 461 4th Ave., N.Y. 16, N.Y. (LE 2-6000)

#### VARITYPE EQUIPMENT

Zenith Typewriter & Adding Mach Co. 34 E. 22nd St., N.Y. C. 10 (SP 7-4930)

#### VARITYPERS AND TYPE FONTS

The Adamm Co.... 656 Broadway, N.Y. 12, N.Y. (AL 4-3230)

# August 1st

... Closing date for The Reporter's Annual DMAA Convention Issue ... to be mailed September 1st  
 ... before Convention begins September 12th, 13th, 14th at The Morrison in Chicago. Convention  
 Issues will be on hand at registration desk during Conference. Reserve space now, please. Regular rates \*  
 apply. This will be our September Issue ... containing another of our famous Reports: feature round-up.

\* RATES: Full Page \$225 • Two Thirds Page \$190 • One Half Page \$150 • One Third Page \$110 • One Sixth Page \$60

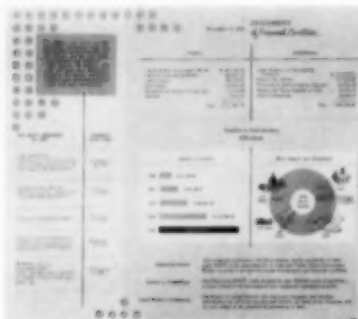
## Short Notes CONTINUED

(Continued from Page 18)

□ **ROLLAND PAPER CO.**, 1645 Sherbrooke St., W., Montreal, Canada, has just released their 1954 Annual Report . . . a beautiful job of planning and production. The first half of the report is printed in English. Turn the booklet over, and the other half has the identical artwork as the first half, but all copy is translated into French. Printed in two colors with an unusual fold cover, the report is a stand-out.



□ **SPEAKING OF ANNUAL REPORTS:** William J. McKenna, director of advertising, Old Equity Life Insurance Co., Evanston, Ill., reports that their "simplified" Annual Report idea met with such enthusiastic response last year



(see Short Note, page 9 of May, 1954 Reporter) that they produced a similar one this year. It's a simple, two-color folder . . . size 3 1/4" x 7". Opens to 8 1/2" x 9 1/2" spread (shown reduced here). Our comment on Old Equity's report last year still stands: "Although limited in size and illustration space, the design and color of the little folder tells Old Equity's 1954 story beautifully."



□ **PASSENGERS WHO RIDE** in American Sterilizer Co.'s Beachcraft Bonanza airplane are treated to some interesting reading while making their trip. The Erie, Pa., medical equipment manufacturers published a 32-page booklet titled *Enjoy Your Trip*, which they give to everyone traveling in the company plane. It acquaints passengers with the Bonanza, its safety features, how it flies, its pilot, etc. . . . as well as explaining air travel in general. A reply card addressed to ASC president Howard M. Fish is tucked in the back of the booklet with an offer to answer any further questions about the flight travelers might have. A high-flying public relations idea!

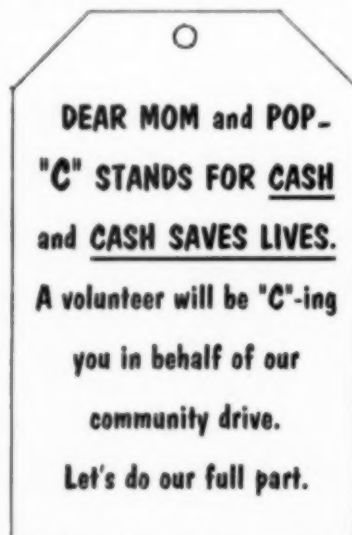
□ **6200 SAVINGS & LOAN ASSOCIATIONS**, Building & Loan Associations and Co-Operative Banks will be listed in a new directory soon to be published . . . first of its kind in the directory field. Publishers will be the T. K. Sanderson Organization, which also turns out the Atlantic States Manufacturers Directory. The New Directory of Savings & Loan Associations will give association location, key officials, assets, and membership in federal organizations. Case bound, the 232-page, 7 1/4" x 10 3/4" directory will sell for \$25 per copy. Write to Sanderson at 200 E. 25th St., Baltimore 18, Md.



□ **LEW KLEID** of Lewis Kleid Company (mailing lists), 25 W. 45th St., New York 36, N.Y., mailed executives a useful Memo-Date Calendar . . . good from April '55 through June '56. The appointment calendar is a fine job . . . with short testimonials on each page from many of Lew's blue-chip customers.



□ **PUBLICITY DIRECTOR** Charles R. Jacobson of the Miami, Fla., Jewish Federation, 420 Lincoln Rd., Miami 39, did a fine job on their recent Combined Jewish Appeal to raise \$1,350,000 in the greater Miami area. Most of the promotion and direct mail (self-mailers, bulletins, blotters, post cards, etc.) were designed to whip up enthusiasm for a big "C" Day house-to-house canvass by voluntary workers. Although he had a limited budget, Charles did a bang-up job promoting the day with clever ideas.



One was the gimmick tag shown here (original size: 3" x 5") which 5,000 children wore home from school.

□ **MUST VACATE SALE:** After building a new plant in Stamford, Conn., just six years ago, Carr Speirs Corp. (stock letterheads and promotion material) must now vacate the premises. The Connecticut Thruway will pass through the property, tearing down the building. To move some 5,250,000 flash bulletins on hand, Speir is offering a 20% discount to customers on all orders for 2,000 bulletins or more. Offer is good until June 30.



□ **THIS NEW COLLATOR** has eight stations, capable of handling all types of paper including the lightest manifold and one-time carbons. Called the Cummington Model 85, it gathers sets of up to eight sheets at 10,000 sheets per hour, and delivers them in alternate offset piles. The fully automatic collator can handle sheet sizes from 5" x 7" to 11" x 14" without using grippers or feed



rolls. For complete details, write to the Cummington Corp., 620 Commonwealth Ave., Boston 15, Mass.



□ **A GOOD EXPERIMENT:** The Post Office Dept. has formed a new experimental unit called the "Delayed Mail Section." Its purpose is to check on mail delivery and iron out any bugs in the system they find slowing it up. They're mailing 30,000 test letters a month to postal employees in all parts of the country. Employees return the letter to Washington, along with a check-card giving information on the promptness of collection, postmarking, distribution, dispatching, transportation and delivery to recipient. The results are studied . . . and any slow-up is brought to the attention of the postmaster of the office involved for correction. The experiment is already operating in 144 cities and will be expanded to others if needed.



□ **IT FINALLY HAPPENED:** How your reporter has escaped it all these years, we'll never know . . . but the inevitable finally happened last month. A mailer addresses us as "Henry Joke, Publisher."

*Your work  
is  
as good as  
your bond...*



# Hamilton Bond

Here's the best Hamilton Bond we've made in 25 years of bondmaking. The white is our brightest, whitest white; the 11 colors have a sparkle that sets them apart. The watermark is *genuine*—formed inside the sheet, not pressed onto the finished product. That means a smooth, even surface that prints cleanly, clearly, without a trace of linting or fuzziness. Hamilton Bond is pre-conditioned at the mill to lie flat and feed well; then moisture-proof wrapped in the new gray-and-blue package.

In the hands of your customers, Hamilton Bond meets all tests. This paper shows off letterhead designs and printed messages to their best advantage, and takes typed characters crisply and clearly. When it comes to folding endurance and tearing strength, Hamilton Bond is second to none. It erases cleanly, without smudging, and it stands up handsomely under heavy use.

Your work is as good as your bond. So work with Hamilton Bond—the bond that brings out the best in your work!



## HAMILTON PAPERS

W. C. HAMILTON & SONS • MIQUON, PA.  
Offices in New York, Chicago, Los Angeles

HAMILTON BUSINESS PAPERS: Hamilton Bond, Hamilton Ledger,  
Hamilton Mimeo Bond, Hamilton Duplicator.




THE OFFSET PLATEMAKER

**PAPER**  
*is the base of his job*

The Offset Platemaker prepares, exposes, inks and develops the plate.

**NEW TICONDEROGA  
OFFSET**

— for fine performance in 4-color process and monotone. This new brilliant white offset paper with its smooth, fuzz-free, sized surface combines good ink affinity and distinctive appearance with economy on long runs.

  
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220 East 42nd Street, New York 17, N. Y.